CALL FOR PAPERS

THE IMP FORUM IN JBIM
Invite you to participate in
IMP Forum Seminar

April 22-23, 2027 Zagreb, Croatia

Dear Colleagues,

We have the pleasure to invite you to participate in the upcoming **IMP Forum Seminar**, hosted by the members of the Department of Marketing and CAPTURE project at the University of Zagreb Faculty of Economics & Business in Zagreb, Croatia. The seminar is designed as a paper-development workshop for the IMP Forum in the **Journal of Business & Industrial Marketing (JBIM)**. The event is planned to start at noon on April 22 and end at lunch on April 23, 2027.

Scope and aim of the seminar

The IMP Forum Seminar welcomes papers on empirical research and related conceptual and methodological issues concerning **exchange, interaction, business relationships and networks**. Both conceptual and empirical contributions are welcome, including work-in-progress manuscripts. The research focus of the IMP Forum addresses the dynamics of interactivity and interdependence in business relationships and their implications for marketing management, business development and broader societal issues. The papers will be discussed in one general and one special track, titled *Business Relationships under Uncertainty: Adaptation, Resilience and Change.*

The ambition of the seminar is twofold: **to share and confront ideas among participants (authors and reviewers)** and **to improve the quality and development of papers that may later be submitted to the IMP Forum in JBIM**. The seminar is a complementary platform to the annual IMP Conference; papers already presented, or intended for presentation, at the IMP Conference may also be brought to the seminar.

How the IMP Forum Seminar works

- **The paper is in focus.** Each paper is allocated a 45-minute session devoted to discussion, constructive feedback and concrete suggestions for further development.
- **Two reviewers are assigned to each paper.** The first reviewer opens the session and presents the paper and review; the second reviewer follows before the discussion is opened to the author and other participants. The author does not give a conventional paper presentation.
- **Participants contribute as reviewers.** Each author will be asked to review and act as discussant for at least one paper. Participants are encouraged to read all papers in their track to support a productive discussion.

45 minutes dedicated to each paper	**2 reviewers** assigned to each paper	**No fee** for seminar participation

Submission and publication path

Extended abstracts should follow the length and schedule indicated below. Full papers should be prepared in line with JBIM manuscript requirements. After the seminar, authors will receive the written reviews and will be encouraged to revise their paper before submitting it to the IMP Forum in JBIM through the journal's regular submission system: https://mc.manuscriptcentral.com/jbim

Participation costs and venue

Participation in the IMP Forum Seminar is **free of charge**. Coffee breaks and light lunches on both days, and the dinner on 22nd April will be provided by the organisers. Participants are responsible for their own travel and accommodation costs.

Zagreb combines the advantages of a capital city with the ease and comfort of a pleasant destination. Its position in the heart of Croatia makes it easily accessible for international and regional participants.

It offers a mix of modern and traditional hotels, walkable centre, reliable public transport, and welcoming atmosphere.

Beyond its practical strengths, Zagreb also leaves a memorable impression on visitors. The city is known for its elegant Austro-Hungarian architecture, lively squares, green parks, and vibrant café culture.

Further information about the venue, hotels and transportation in Zagreb will be provided to participants following acceptance of abstracts, upon their request.

Important dates

Date	Milestone
23 November 2026	Submission of extended abstract (1-2 pages)
30 November 2026	Notification of abstract acceptance
5 April 2027	Submission of full papers
12 -19 April 2027	Review preparation period (participants act as reviewers/discussants)
22-23 April 2027	IMP Forum Seminar - Zagreb, Croatia

Abstract submission

Please send the abstract to: dsincic@efzg.hr

We warmly welcome your contribution and look forward to meeting you in Zagreb.

Best regards,

IMP Forum Seminar Organising Team

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University of Zagreb Faculty of Economics & Business
Department of Marketing and members of the CAPTURE project

THE IMP FORUM in JBIM

Call for papers to the special track on

Business Relationships under Uncertainty: Adaptation, Resilience and Change

Uncertainty has always been inherent in business relationships, but its sources, intensity and interconnectedness have become increasingly visible. Geopolitical tensions, technological disruption and artificial intelligence, environmental and regulatory transitions, supply-chain instability and changing patterns of globalisation continuously challenge established ways of doing business. Such developments raise questions not only about how individual firms respond to unexpected change, but also about how their responses are shaped by – and reshape – the relationships and networks in which they are embedded. These questions are closely connected to the foundations of the Industrial Marketing and Purchasing (IMP) tradition, demonstrating that changes occurring within one relationship may create consequences elsewhere in the network, and firms' possibilities for action are simultaneously enabled and constrained by their existing network connections (Håkansson & Ford, 2002). Adaptation and change are therefore longstanding IMP concerns. Uncertainty is also intrinsic to networking itself: actors make choices while possessing incomplete knowledge of the intentions, reactions and future actions of others (Ford & Mouzas, 2010).

Against this background, resilience provides a particularly fruitful contemporary extension of established IMP thinking. Rather than viewing resilience solely as an organisational capability to "bounce back", an interaction and network perspective directs attention to how access to resources, interdependencies and relationships may enable – but also constrain – actors facing turbulence (Bondeli & Havenvid, 2022; Ojansivu & Hermes, 2021). The seminar, with this special track, continues a debate that has attracted continuous attention in the IMP community, as shown by the IMM special issue on "Interaction and networking for adaptation in a complex and challenging environment," related to the 2022 IMP conference (Guercini & Milanesi, 2025); the special issue on "resilience in business networks," related to the 2024 IMP conference (Nätti et al., forthcoming); and the special track on "resilience and antifragility in business networks," organized at the last, 2026 IMP conference. The seminar invites authors to extend this line of work, further developed by recent research in the Journal of Business & Industrial Marketing (Barbosa Parodi et al., 2026; Gadde & Håkansson, 2026; Jeseo et al., 2026; McGrath et al., 2026; Öberg, 2026a,b). The seminar therefore invites contributions that explore uncertainty, adaptation, resilience and change as relational and network phenomena, including questions such as:

- When does adaptation increase resilience, and when does it lead to maladaptation, create new dependencies and unintended vulnerabilities elsewhere in the network?
- How are relationship portfolios and wider network structures reconfigured when uncertainty requires actors to form new relationships, reactivate dormant ties or disengage from established ones?
- How do business actors anticipate and make sense of emerging uncertainty, and how can foresight, scenario planning and alternative representations of the future shape network pictures, preparedness and joint action?
- How do business networks navigate multiple plausible futures and persistent turbulence, balancing continuity and transformation, efficiency and resilience, and short-term adaptation with longer-term network development?
- How do AI-mediated interaction and other digital technologies reshape business networks, including actor roles, activity configurations, resource combinations and patterns of interdependence?
- How are the costs, risks and benefits of resilience and adaptation distributed across asymmetric business relationships and networks, and how the power and dependence influence this distribution?

References

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