

MaGNeT – Managing in Global Networks

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Abstract

The seminal work of the IMP Group's early work in redefining our ideas of the basics of business-to-business marketing are well known (Turnbull and Valla, 1986; Håkansson, 1982; Turnbull, Ford and Cunningham, 1996). However, much has changed since that original work was published, with phenomenal developments in information technology (Inter-organisational Information systems, MRP/ERP systems, CRM data bases, etc), and equally dramatic changes in the strategic landscapes (globalisation, ever more demanding customers, technological complexity, etc).

Within the IMP Group there has always been a rich history of empirically based conceptual development, and the MaGNeT project is our attempt to contribute to this development. The purpose of this paper is to outline the major research needs that we believe necessary to continue this development. Bearing in mind both the changes that have occurred and the need for managerial relevance (Valla and Salle, 1997), we identify the major research themes that we see as being of importance to the IMP Group over the next few years.