**Conference Schedule / Wednesday, August 8, 2018**

11:00AM-5:00PM  Registration  E51

12:00PM-1:00PM  Lunch Buffet  Samberg Center

1:00PM-1:30PM  Welcome  Samberg Center

1:30PM-3:00PM  Concurrent Sessions

**WC1** - (SS1) – Emerging Phenomena in B2B Sales Management  E51-395
(Session Chair, Son K. Lam)
- The Changing Roles and Operational Structures of the Business-to-Business Inside Sales Force (Andrea Dixon)
- What to Expect when Selling Product-Service Solutions? The Mediating Role of Judgement (Un)certainty (Michel van der Borgh)
- The Contingent Role of Value-based Selling for the Long-term Impacts of HR and Financial Slack on Firms’ Profits (Ad de Jong)

**WC2** (SS4) – Managing the “Unknown”  E51-372
(Session Chairs, Jody Crosno and Qiong Wang)
- Contractual Agreements and Their Impact on Supplier’s Compliance with Buyers’ Change Requests (Jody L. Crosno)
- Governance Deviations, (Mis)matched Decision Logistics, and Exchange Performance: Evidence from Repeat Buyer-Supplier Interactions (Mrinal Ghosh)
- Investigating the Risk-Return Relationship of Moving into Services: An Empirical Investigation of the Software Industry (Shantanu Dutta)
- The Role of Causal Attribution in Supply Chain Disruptions (Qiong Wang)

**WC3** – Issues in Channel Governance  E51-149
(Session Chair, Mohammad B. Kayed)
- Deploying Market Price Governance and Relational Norms for Improving Cost Reduction Outcomes in Buyer-Supplier Exchanges (Jon Bingen Sande)
- Network Governance: A Process of Private Ordering (Jekaterina Rindt)
- Channel Conflict: Bad for Business? (Kamran Eshghi and Sourav Ray)
- Channel Governance through Brand Equity: How Brand Equity Shapes Distribution Channel Structure (Mohammad B. Kayed)

**WC4** – Price and Perceived Value in B2B Markets  E51-151
(Session Chair, Dirk Totzek)
- The Effect of Price Partitioning on Customer Perceived Value (Mario Kienzler)
- Mapping Value in Business Markets: An Integrative Framework (Michael Kleinaltenkamp)
- How Consultants Can Shape Project Outcomes Before Things Get Started: The Role of Fit Between Price-Based Positioning and Contextual Factors for Project Performance (Dirk Totzek)

3:00PM-3:30PM  Networking Break  Sherburne Lounge
ISBM Academic Conference 2018
Conference Agenda Continued

3:30PM-5:00PM  Concurrent Sessions

WD1 - (SS3) – B2B Relationships: Antecedents and Consequences  E51-395
(Session Chair, Mahima Hada)
- Alliance Termination and Firm Idiosyncratic Risk: The Role of Governance Misfit (Mariia Koval)
- The Logic of Failure vs. Supply Chain Agility (Richard G. McFarland)
- Utilizing Business References for Attracting Investors (Ljubomir Pupovac)
- Horizontal Referrals in B2B Markets (Mahima Hada)

WD2 - (SS2) – Service Robots & Artificial Intelligence in B2B Companies  E51-372
(Session Chair, Stefanie Paluch)
- Market Launch of Data-driven Service Systems for Equipment Manufacturers (Marco Husmann)
- Smart Configuration in the Automobile Industry – Insights from Daimler AG (Katrin Hagenbucher)
- Development of a New Research Framework for Front Line Service Robots (Stefanie Paluch)

WD3 - Contracts and Channel Management  E51-149
(Session Chair, Melanie Bowen)
- The Importance of Business-to-Government Contracts and Why They Often Fail (To Meet Expectations) (Henrik Jensen)
- Vertical Structure and Cost-Passthrough: Analysis of Tiered Distribution Channels in the U.S. Retail Beer Market (J. Daniel Martinez)
- Individual Level Strategic Purchasing - Its Conceptualization, Antecedents and Performance Outcomes (Melanie Bowen)

WD4 - Services and Solution Selling  E51-151
(Session Chair, Jim Salas)
- Engaging a Product-Oriented Salesforce in Solution Sales (Harri Terho)
- Transactional versus Consultative Selling in Business-to-Business Contexts: Introducing E-Commerce as a Means to Pursue Both Sales Approaches (Franziska M. Bongers)
- Replicating Hybrid Solutions for Business Customers: A Proposed Framework for Service Infusion Success (Jim Salas)

5:00PM-6:00PM  Plenary Session  E51-Wang Theatre
ISBM–David T. Wilson Sheth Foundation Award for Long-Term Impact in B2B Marketing
& Award Ceremony
- Rethinking Customer Solutions: From Product Bundles to Relational Processes (Kapil Tuli, Ajay Kohli, and Sundar Bharadwaj)

6:00PM-7:30PM  Networking Reception  Samberg Center
Conference Schedule / Thursday, August 9, 2018

8:00AM-2:00PM  Registration  E51

8:00AM-9:00AM  Continental Breakfast  E51-Sherburne & Chan Lounge

9:00AM-10:30AM  Concurrent Sessions

(Session Chair, Huanhuan Shi)
- Understanding the Hybrid Sales Migration in B2B Markets (Justin Lawrence)
- The Effect of Incentive Strategy Spillovers in Interorganizational Networks (Hannah S. Lee)
- Buyer Groups in Industrial Markets (Huanhuan Shi)

TA2 - (SS6) – B2B Marketing Capabilities in Global Markets: Examples of Europe, Latin America, and Korea  E51-372
(Session Chair, Joon-Hee Oh)
- Needed B2B Marketing Capabilities: Insights from the USA and Emerging Latin America (Wesley J. Johnston)
- Solution Business-specific Capabilities – Measurement and Impact on Firm Success (Michael Kleinaltenkamp and Kaj Storbacka)
- B2B Marketing Capabilities in South Korea (Joon-Hee Oh)

TA3 – Digital Marketing for B2B Firms  E51-E149
(Session Chair, Ashish Sharma)
- Visibility-at-Risk: An Approach to Estimate a Firm’s Risk of Losing Visibility in Organic Search (Gabriela Alves Werb)
- Customer Reviews in Marketing Channel – An Empirical Investigation on Manufacturer’s Role (Di Li)
- Predicting a Visitor’s Propensity of Progressing Through the B2B Online Buyer Journey (Sivia Naimer)
- Business to Business Marketing and Customer Engagement in Social Media and Digital Marketing Environments (Ashish Sharma)

TA4 – The Role of Brands and Intellectual Property for B2B Firms  E51-151
(Session Chair, Nooshin L. Warren)
- Intellectual Property Protection and the Firm’s Product-form Strategy (Mrinal Ghosh)
- Brand Activism and Firm Value (Nooshin L. Warren)

10:30AM-11:00AM  Networking Break  Sherburne & Chan Lounge

11:00AM-12:30PM  Concurrent Sessions

TB1 (SS10) – B2B Services and Customer Solutions  E51-395
(Session Chairs, Stefan Wurm and Mehdi Nezami)
- B2B Service Innovation and Shareholder Value: A Contingency Perspective (Mehdi Nezami)
- Is It a ‘Cloudy’ Future? The Impact of Transitioning to SaaS for Software Vendors (Sundar Bharadwaj)
- Business Solutions as Signals (Anna Salonen)
- Unleashing the Revenue and Profit Potential of Free Services in B2B: Conceptual Foundations and Managerial Insights (Wolfgang Ulaga)
ISBM Academic Conference 2018
Conference Agenda Continued

TB2 – Strategic Management in B2B Firms
(Session Chair, Ljubomir Pupovac) E51-372
- Cost Traps in Business Models 4.0 (Olaf Plötner)
- Trading Transaction Savings Stocks for Better Product Performance (Saeed Shekari)
- Institutional Recipe for Resource Integration in Project Environment (Jingjing Liu)
- The Impact of Sales Manipulation on IPOs’ Success (Ljubomir Pupovac)

TB3 – The Role of Salespeople in B2B Selling
(Session Chair, Desirée Jost) E51-149
- The Role of Salespeople’s Customer Orientation in Business-to-Business Price Negotiations (Roland Kassemeier)
- Developing a Measure of Entrepreneurial Selling (Desirée Jost)
- Motivating Salespeople to Work Smart and Work Hard: A Behavioral Economics and Agency-theoretic Approach (Yeji Lim & Murali Mantrala)

TB4 – Partnerships and Alliances in B2B Markets
(Session Chair, Jim H. Pedersen) E51-151
- Inter-Organizational Collaborations and Innovation: The Role of Support Mechanisms in University-Firm Alliances (Yuan Wen)
- Framing Cross-Industry Alliances to Increase Consumer Trust in Self-Driving Cars (Alan J. Malter)
- The Role of Complementarity in Resource Flexibility in New Product Alliances: A Synergy-Sensitivity Perspective (Seyednasir Haghighibardineh)
- Partnering in Practice and the Process of Building the “Best Project” (Jim H. Pedersen)

12:30PM-2:00PM  Lunch Buffet  E62-2nd Floor Gallery
2:00PM-3:30PM  Concurrent Sessions

TC1 – (SS8) – Drivers of B2B Firm Performance
(Session Chair, Sarang Sunder) E51-395
- Investigating the Influence of Physical and Technological Distance Between Alliance Partners on IPO Outcomes (Shilpa Somraj, Alok R. Saboo, and Alok Kumar)
- Investigating the influence of Differential Relational Norms with Suppliers on Firm Performance (Alok Saboo)
- Assessing the Effect of Sales Teams and Salesforce Support Strategies on Performance (Sarang Sunder)

TC2 – Buyer-Supplier Relationship Management
(Session Chair, Benoit Bourguignon) E51-372
- Reciprocal Adaptations for Successful Value-Driven Exchange in B2B Markets (Joona Keranen)
- B2B Relationship Calculus: Quantifying Resource Effects in Service Dominant Logic (Sharmila Chatterjee)
- Organizational Commitment in Strategic Buyer-Supplier Relationships: Conceptual Foundations, A Case Study, and Avenues for Future Research (Bjorn Ivens)
- Supplier Decision Making Under Threat: An Exploratory Research on the Influence of Personality, Attribution, and Emotional Regulation (Benoit Bourguignon)

TC3 – Innovation and New Product Development
(Session Chair, Johanna Slot) E51-149
- A Structural Model of Organizational Buying: Innovation Adoption under Share of Wallet Price Contracts (Navid Mojir)
- New Product Population Growth in Multisided Platform Ecosystems (Gregory J. Fisher)
- Relationship Marketing and Diffusion of Discontinuous Innovations Among Industrial Buyers (Tao (Tony) Gao)
- Eyes on the Prize: Effects of Prize Structure on Idea Creativity in Crowdsourcing Contests (Johanna Slot)
TC4 – Data-Driven B2B Analytics
(Session Chair, Harriette Bettis-Outland)
- Who is my Customer? Data-driven Challenges in Business Relationships and Markets (Thomas Ritter)
- Better Than Us, Humans? Perceived Value of Artificial Intelligence in B2B Lead Generation (Kristina Maikštėnienė)
- Value-in-use of Big Data Technology in Agriculture: A B2B Perspective (Wesley Johnston & Priyanka Jayashankar)
- Why Do Trade Show Attendees Return? A Predictive Analytics Approach (Harriette Bettis-Outland)

**3:30PM-4:00PM Networking Break**

**4:00PM-5:30PM Concurrent Sessions**

**TD1 - (SS9) – Healthy Channel Relationships: Dyadic and Network Considerations**
(Session Chair, Kersi Antia)
- Performance-driven Satisfaction: An Overlooked Marketing Channel Safeguard (James R. Brown, Jody L. Crosno, and Yuerong (Cindy) Liu)
- Network Governance (Kenneth Wathne)
- On the Same Team? A Clustering Theory-informed Examination of Multi-Unit Franchise Systems (Vishal Kashyap, Moeen Butt, and Kersi D. Antia)

**TD2 - (SS5) – B2B Sales Interactions: Use of Technology and Analytics**
(Session Chairs, Detelina Marinova and Jagdip Singh)
- The Role of Voice in B2B Cold Calling Effectiveness (Bitty Balducci)
- Behind the Curtains: Estimating the Impact of Inside Sales Reps in Business-to-Business Collaborative Selling (Hari Sridhar)
- Assessing the Effectiveness of Inside and Outside Sales Structures: A Quasi-Experimental Approach (Justin Lawrence)

**TD3 – Sales Force Management**
(Session Chair, Elina Tang)
- How Often Should You Reward Your Salesforce? Multi-period Incentives and Effort Dynamics (Kinshuk Jerath)
- Man vs. Machine: Drivers and Consequences of Managers’ Decisions to Overwrite Analytics Based Sales Forecasts in Organizational Buying Situations (Tarun Kushwaha)
- Going Beyond Your Customers: Rethinking B2B Sales Force Deployment (Elina Tang)

**TD4 – Information, Disclosure, and Firm Performance**
(Session Chair, Farhad Sadeh)
- The Value of an Agent’s Information and Expertise: Analysis from the Farm Insurance Market (Madhu Viswanathan)
- Drivers and Boundary Conditions of B2B Customers’ Data Disclosure for Smart Services: A Qualitative Approach (Curd-Georg Eggert)
- Linking Buyer-Supplier Information Sharing to Financial Performance (Stephan Volpers)
- Do Voluntary Information Disclosures During B2B Contractual Relationship Formation Help or Hurt Firm Performance? (Farhad Sadeh)

**5:30PM-7:00PM Networking Reception**