

IN THIS ISSUE . . .

Feature: Relaunch of ISBM B2B Pulse (Johanna Slot)	2
In Memoriam - Don Schultz.....	3
2019 ISBM Doctoral Award Winners	4
IPSS Update: Fall Lineup	4
From the Membership (Lynn Yanyo)	5

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In This Issue . . .



Stefan Wuyts



J. Andrew Petersen

We hope this Newsletter finds you well, and in good health. The Feature in the previous Newsletter ended with the words, “2020 promises to be an exciting year”. Little did we know about the new reality that would unfold. Hopefully, you have successfully weathered the storm caused by the COVID-19 pandemic. We decided to postpone the biennial ISBM Research Conference and Camp to 2021, along with the ISBM-David T. Wilson-Sheth Foundation

Award. But, that does not mean we decided to wait it out. We took the opportunity to jump-start several initiatives we had planned for 2020. The Feature of this Newsletter is one of these initiatives, B2B Pulse.

We have redesigned the ISBM websites: ISBM.com is now the Corporate Membership website maintained not by Penn State, but by Executive Director Lynn Yanyo and her team; ISBM.org is the academic website maintained by our team at Penn State. ISBM.org hosts B2B Pulse, the renewed global portal of curated B2B knowledge and best practices. B2B Pulse is now live and will be continuously updated with new content. In the Feature, Johanna Slot, the new B2B Pulse Editor, provides more detail—and explains how you can register as an academic user, at no charge.

Further, we are pleased to announce the three doctoral students who have been selected as Winners of the 2019 ISBM Dissertation Support Award Competition. Congratulations to all! Being reminded once again by recent developments of the persistency of biases against minority groups, it is heartening to see that across the years the group of winning doctoral students is growing more diverse and inclusive.

We are also pleased to announce that ISBM will be coordinating an online webinar series starting in July which will focus on promoting research from up and coming B2B researchers. More details on this coming soon!

Andrew provides details about IPSS’s offering for the Fall of 2020: “Metrics and Statistical Models in B2B CRM” to be taught by Rajkumar Venkatesan and Sarang Sunder. Please bring its availability to the attention of your PhD students.

Finally, Lynn Yanyo shares the latest from the membership. Her team has done a phenomenal job keeping the corporate members engaged via town hall meetings and webinars, keeping the spirits high, and addressing some unique challenges that firms are facing today. You can access these meetings and webinars via B2B Pulse.

Stay safe!

Stefan and Andrew

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Feature:

Relaunch of ISBM B2B Pulse



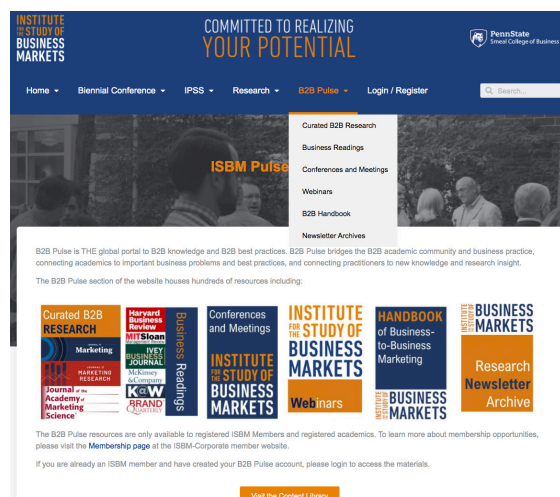
Johanna Slot

business practice.

The relaunched B2B Pulse is edited and managed inhouse at the ISBM at Smeal College of Business at Penn State University. I would like to thank Dalal Alqadeeri (one of our graduate students) and Lori Nicolini for their help in the process.

Now that the 'new' B2B Pulse is online at isbm.org/b2b-pulse/, I would like to take the time to (re-) introduce it.

Overview of B2B Pulse Content



The B2B Pulse content library currently offers content in six categories.

- **Curated B2B Research** - In this section of B2B Pulse, we offer summaries and key findings of selected recent academic journal articles in the B2B marketing domain. We include links to the publisher's website of the article, and, in case of open access articles, we include the article as well. Where possible, we also include links to the press releases and any other supporting information we can find. Depending on the frequency of the publication of relevant B2B research, we feature a B2B research article every 1-2 weeks. This curated B2B research collection allows practitioners to keep track of the most recent developments in academic B2B marketing research.

At the same time, for academics, having your research featured on B2B Pulse is a great way to increase impact among practitioners.

- **Business Readings** - We also regularly review recent content published in the managerial domain. The 'Business Readings' category comprises summaries of and links to articles, blog posts, and podcasts relevant to the B2B domain from research-based business publications such as the Harvard Business Review, the MIT Sloan Management Review, and Knowledge at Wharton. We also include summaries of and links to reports from consulting firms including McKinsey and Deloitte. Best practice cases, interviews, and book reviews also find their way to this content category. Notably, business articles written by ISBM fellows and thought leaders are included in this section of B2B Pulse as well. This collection of current B2B content is aimed to keep practitioners informed about current topics and to inspire academics to channel their B2B research topics to real-world problems.
- **Webinars** - An important practitioner offering is the ISBM Webinar Series. On a regular basis, the executive branch of the ISBM organizes managerially oriented webinars, which are recorded and made available through B2B Pulse. This way, B2B Pulse allows corporate ISBM members who missed the webinar, to catch up later. As corporate ISBM members discuss their views and challenges topically, these webinars may also be of interest to academics.
- **Conferences and Member Meetings** - Another category aimed at practitioners – but also open to academics – are presentations from conferences and member meetings. Where allowed, the presentations are recorded and made available through B2B Pulse.
- **B2B Handbook** - A classic source of B2B marketing knowledge, the chapters of the B2B Handbook are also made available through B2B Pulse. Each chapter reviews the literature on a subdomain in B2B marketing and offers research directions, targeting primarily marketing academics and doctoral students.
- **Newsletters** - Finally, we have included the Research Newsletter archive on B2B Pulse as well.

Navigation, Notification, and Sharing Functionalities

Finding content on B2B Pulse is easy. We have included navigation via the above-mentioned categories, topics (e.g., interfirm relationships, competition, and – very current right now – crisis response), publication month, and search functions. Furthermore, related articles are offered proactively and can be found through tag-based navigation.

continued on page 3

Feature:

Relaunch of ISBM B2B Pulse *continued*

We also offer a notification function (once registered) connected to your B2B Pulse account that allows you to stay current on the new content on B2B Pulse. Depending on your preference, you can subscribe to a weekly or monthly digest of the most recent articles on B2B Pulse on topics that are of interest to you. In addition, we included a sharing functionality, which allows you to forward an article by email to peers or share it on social media.

How To Get Access to B2B Pulse?

Even though a preview of each article on Pulse is available to anyone at isbm.org/b2b-pulse/, the full content of B2B Pulse is restricted to registered B2B Pulse users (registered academics and ISBM Members). As an academic, becoming a registered user is easy: through the new user registration form, you can request access using university credentials (university email). After you are granted access, you can access B2B Pulse and all its functionalities. Practitioners get access to B2B Pulse as a perk of their corporate ISBM membership. All that is needed is to register as a corporate member on B2B Pulse using your business email.

Note that you may already be a registered user. For both academics and practitioners, account information for 'old' B2B Pulse has been migrated to the 'new' Pulse. You can retrieve your password in the login process on 'new' B2B Pulse.

Your Contributions are Welcome!

In case you come across content that may be of relevance to the wider B2B marketing community – academics and/or practitioners – please let us know and we will consider it for inclusion on B2B Pulse. More importantly: if you have recently published work on B2B marketing that you would like to see covered on B2B Pulse, contact us! We would be happy to help increase the impact of your research.

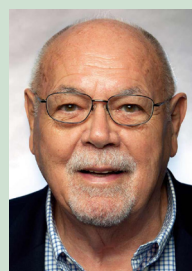
We hope that B2B Pulse becomes an asset in developing new research ideas and a tool to increase the reach of B2B marketing research to the practitioner community.

For contributions, or for questions, please contact us.

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In Memoriam



Don E. Schultz

1934 - 2020

Don Schultz

It is with great sadness that we report the passing of Don Schultz, ISBM Fellow, Professor Emeritus at Northwestern and thought leader in B2B integrated marketing communication. He brilliantly bridged the gap between B2B academics and practitioners and was both mentor and friend to many of us. Don died on June 4 at the age of 86. He will be deeply missed.

<https://www.medill.northwestern.edu/news/2020/medill-professor-emeritus-don-schultz-dies-leaves-legacy-in-integrated-marketing-communications.html>

2019 Doctoral Support Awards Competition Winners Announced

Winners have been named in the twenty-ninth annual Institute for the Study of Business Markets Doctoral Support Award Competition. The ISBM's competition provides financial support for Ph.D. dissertations for candidates in accredited doctoral programs.

This year there were three winners, named ISBM Doctoral Fellows. Each will receive a cash award to support their research.

Award Winners:



Bitty Balducci

Bitty Balducci (University of Missouri)

The Role of Voice in Salesperson Lead Calling Effectiveness

Ph.D. Advisor: Detelina Marinova



Shilpa Somraj

Shilpa Somraj (University of Nebraska-Lincoln)

The Influence of 'Distance' Between Alliance Partners on IPO Outcomes

Ph.D. Advisor: Alok Kumar



Divya Anand

Divya Anand (University of Missouri)

Does Implementing Strategic Marketing Change: Minimizing Channel Partners' Negative Responses

Ph.D. Advisor: Lisa Scheer

This year there were fourteen entrants from which eight finalists were selected. Dissertation entries are judged on the rigor of the proposed work and the relevance of that work to business-to-business marketing practice. For information about the competition, email the ISBM at ISBM@psu.edu or visit our website <https://isbm.org/doctoral-support-award-competition/> for current competition information.

The ISBM has been supporting business-to-business marketing research and practice since 1983. Funding for this competition comes from the generous support of corporate members.

IPSS Update

IPSS will offer one course this fall semester. Rajkumar Venkatesan (University of Virginia) and Sarang Sunder (Texas Christian University) will teach the course *Metrics and Statistical Models in B2B CRM*. The course is to serve as a guide to the metrics and models in the CRM literature. They will do this by first identifying a way to measure the net present value of a customer to the firm, Customer Lifetime Value (CLV), and a set of metrics by which customers can be managed. Then, they will follow the lifetime of a customer with the firm by analyzing empirical models that allow us to better understand how managers can improve at each stage of the customer's relationship with the firm: acquisition, retention, growth, churn, and win-back. Finally, they will discuss how to implement CRM models with firms and to design and implement field experiments with firms to enhance the contribution of research.

Thank you Raj and Sarang for agreeing to co-teach for IPSS; we appreciate your time and support of this program.

Complete details for the course and a registration link is available from <https://isbm.org/isbm-phd-seminar-series-ipss/>.

Please bring this Ph.D. seminar to the attention of your promising B2B PhD students. Students should follow the "Admission Procedure" on <https://isbm.org/isbm-phd-seminar-series-ipss/> to register online. Registration deadline is August 15, 2020.

Additionally, if you have any feedback or suggestions, please don't hesitate to contact me.

J. Andrew Petersen

Director - IPSS

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From the Membership



Lynn Yanyo

Greetings from the ISBM Corporate Membership. Since our last message to our Academic partners, a lot of change has taken place. Some of it was proactive, as we made changes to better serve, support and fund ISBM. And an equal measure was reactive, as we address the challenges of COVID changes to our member's business needs.

At the end of 2019, ISBM had created a separate entity to design and deliver events and services to our corporate membership. We launched a sister website in [ISBM.com](https://www.isbm.com) as [ISBM.org](https://www.isbm.org) refocused on the academic mission. By February of 2020, we had created and published a full calendar of events and courses for our Membership. We were able to hold a well-attended Membership meeting, in person, hosted at member company Milliken's Global Headquarters in South Carolina. The two-day meeting offered presentations that provided insights, ideas and tools for our unique B2B challenges, offered all the opportunity to network and make new friends and catch up with current ones, and allowed our Fellows and Partners the ability to gain insight into our future members' needs.

And then came COVID. Since mid-March we have completely redesigned our curricula to provide all of our courses in a live, on-line, multi-day format. We have held almost weekly Town Hall events with experts including our ISBM Fellows, providing insights and answering questions as we travel through these uncertain times. These are available as recordings in [B2BPulse](https://www.b2bpulse.com) on [ISBM.org](https://www.isbm.org).

As we begin to move from our home bases, we do not expect to host any in-person events in 2020, primarily as our members are constrained in their travel by company policy or budgets. Our fall member's meeting content will be offered in multiple half-day events we call Jam Sessions. Our webinars and workshops/courses will continue through the year—again all delivered on-line. All of our members are well aware that there will be a return to business, and we and they are prepared to come back prepared to grow again.

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