

IN THIS ISSUE . . .

Feature: The Future of the ISBM (Stefan Wuyts).....2

IPSS Update: Spring Lineup3

Call for Nominations: ISBM-David T. Wilson-Sheth Foundation Award for Long Term Impact in B2B Marketing4

ISBM PhD Camp Announcement 20205

ISBM Academic Conference Announcement and Call for Papers 20205

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In This Issue . . .



Gary L. Lilien



J. Andrew Petersen

It has been several months since the last ISBM Newsletter. We hope the quiet has not made you think that nothing has been happening here. Quite the contrary, but most of the changes are internal/organizational and are in the process of being finalized.

The most significant change is that I (Gary) have, after 36 years (! Enough is enough, no?) as ISBM Director have stepped down and am delighted to announce Stefan Wuyts has taken over. Please see his comments on the future of B2B and the ISBM—the Feature of this newsletter. Be assured that the main activities of the ISBM -- IPSS (PhD courses), the biennial research conference, the biennial research camp, the doctoral support award competition, thought leadership (reflected in B2B Pulse and elsewhere) will all continue. And I (Gary) will remain involved, but Stefan is now in charge and the ISBM is in great hands! Thanks Stefan!

Talking about the ISBM Research Conference and Camp: Both will be held in San Francisco, 17-19 August 2020, immediately before Summer AMA as is our custom. Christophe Van den Bulte and Andrew Petersen will co-chair the conference and Lisa Scheer and Kersi Antia will direct the PhD Camp. See their remarks later in this newsletter. And please also see the call for nominations for the 2020 ISBM-David T. Wilson-Sheth Foundation Award for Long Term Impact in B2B Marketing, to be presented at the Conference.

Talking about IPSS: We have a great lineup of courses coming. Starting in March 2020, Mahima Hada (Baruch) and Alok Saboo (Georgia State) will be teaching, “*Establishing Causality: A Multi-Method Approach*”. More details of the course to follow later in the newsletter. Please bring its availability to the attention of your PhD students.

Finally, we are in the final stages of reviewing finalists for the 2019 ISBM Dissertation Support Award Competition and expect to announce a winner or winners shortly.

From all of us at the ISBM, we wish the entire B2B Research Community a wonderful 2020!

Gary and Andrew

Gary L. Lilien
Research Director Emeritus
Institute for the Study
of Business Markets

J. Andrew Petersen
Associate Director
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Feature:

The Future of the ISBM



Stefan Wuyts

After thirty-six years of leadership at the ISBM, the impact Gary has had on the B2B marketing field is beyond description. He played a pivotal role in the launch and lifetime of the ISBM and devoted a career to the development and expansion of the B2B marketing field, impacting generations of marketing scholars. I am one of those scholars. The day I sent in a proposal for the ISBM Doctoral Support Award Competition two decades ago, I joined a vibrant academic community and from that moment onward I have benefited in many ways from various ISBM initiatives. It gives me great pleasure that I can finally give back. Andrew and I are excited to follow in Gary's footsteps and help move the ISBM forward in the coming years. We are happy that Gary has agreed to stay involved as Research Director Emeritus. We will also enjoy the ongoing support from Lynn Yanyo and Rand Mendez, who are dedicated to continuing their work with ISBM member firms and all issues related to membership. This past week's very successful ISBM Members Meeting (Feb 5-6) on B2B2C challenges, located at the wonderful Milliken Headquarters in Spartanburg, SC was a great example of their dedication to facilitate discussion on research breakthroughs and B2B best practices. We are also grateful for Executive Director Emeritus Ralph Oliva's continuing support and we look forward to picking his brain for fresh insights and tapping into his broad knowledge of B2B marketing practice. Last but certainly not least, Lori Nicolini's invaluable support and experience at ISBM will ensure that we get things done.

B2B marketing is an exciting research domain with much underdeveloped and uncharted territory to explore. How can the ISBM help explore this fascinating field of study? That question will continue to drive ISBM initiatives and we are thrilled to be part of the expedition. As we go to press with this Newsletter, we are in the process of facilitating a business model transition, which will have little effect on the academic side, but which we anticipate will bring significant efficiency benefits on the membership side. In the new business model, we will continue and rejuvenate successful initiatives and we have plans for new ones. Meanwhile, we will be on the lookout for new creative ideas and we look forward to cocreating the future of the ISBM together with you.

The ISBM essentially fulfills two roles: as (1) ambassador of B2B research and (2) bridge between the B2B academic community and business practice. I will elaborate on each.

Ambassador of B2B Research

The ISBM was launched with this purpose, to be an ambassador of B2B research. Confronted with the disproportionality between the economic relevance of B2B marketing and the attention it

receives in marketing academia, we should step up and close the gap. That includes stimulating B2B research at the source, by helping doctoral students venture into B2B territory and providing doctoral programs access to B2B-related coursework.

Closing the knowledge gap

In 2016, Gary used US Department of Commerce statistics to illustrate the large gap between the economic importance of B2B transactions on the one hand and the attention to B2B in the academic marketing community on the other. He called this the B2B Knowledge Gap. The ISBM has always tried to help close that gap by encouraging knowledge exchange between academics with an interest in B2B problems. The biennial B2B Marketing Conference, traditionally organized before the AMA Summer Conference, is a key event that achieves exactly that. For me as a B2B marketing scholar, this conference has become the favorite go-to to learn about new early-stage B2B insights. I hope to see many of you in San Francisco in August! We will also continue the ISBM Distinguished Research Fellows program, which benefits B2B member firms who can more easily reach domain experts and leading-edge solutions. Over the years, also the ISBM has benefited tremendously from knowledge sharing and collaboration with now close to thirty ISBM Fellows. We look forward to continuing that tradition.

Stimulating doctoral students

As a doctoral student, I was one of many to benefit from the ISBM's generosity. It will remain an ISBM priority to encourage new doctoral students to tackle B2B problems. The annual ISBM Doctoral Support Award Competition gives doctoral students an opportunity to compete for research funding and receive feedback on their B2B research ideas. Another stimulating mechanism is the coursework offered in the successful ISBM PhD Seminar Series (IPSS). Very few doctoral programs offer courses that are specific to B2B marketing. IPSS seminars give doctoral students anywhere in the world a unique opportunity to learn about contemporary topics and methods with a focus on B2B. We aim to offer, when possible, two such seminars per semester. A third important lever to stimulate B2B research among doctoral students is the biennial ISBM PhD Camp, which is organized every other year preceding the B2B Marketing Conference. The doctoral camp provides a unique opportunity for students to discuss their B2B research ideas with top researchers in the B2B domain.

Bridge Between B2B Academic Community and Business Practice

Via its member firms, the ISBM is in a unique position to connect B2B marketing practice and B2B academic research. One of the challenges ahead is to better exploit this unique bridge function.

continued on page 3

Feature:

The Future of the ISBM *continued*

Giving direction

By serving as a bridge between academia and practice, the ISBM has the levers to identify interesting new directions for academic research and marketing practice. Member firms can inform us on the key issues that B2B marketing managers currently face. Academics can inform practitioners on the accumulated knowledge in specific research domains, novel perspectives, and looks forward. Concretely, we have just started the process of engaging member firms and academics in a new trend analysis which will also result in a new list of research priorities. Further, we are working on a timeline for a renewed version of the very popular ISBM Handbook of Business to Business Marketing. The first version of this Handbook was published in 2012. We plan to publish a new version by 2022. You will certainly hear more about these initiatives in the time ahead!

B2B Pulse

An improved version of B2B Pulse is in the works. B2B Pulse will be positioned as the global portal to B2B knowledge and B2B best practices. It will connect academics to important business problems and best practices; and it will connect practitioners from our member firms to new knowledge and insight from marketing academia. We are planning to give B2B Pulse a more prominent place in the ISBM's value proposition. For academics, B2B Pulse will be a unique source of B2B marketing insight which may benefit both research and teaching. B2B Pulse will also serve as exclusive channel to ISBM member firms for sharing research insights. Among others, we plan to feature select academic publications at a regular pace on the platform. With the help of Johanna Slot and the ISBM team, we are working on a new online interface and a

complete overhaul of the organization of B2B Pulse. We hope to announce its official launch in the next Newsletter.

Envoy

I may be preaching to the choir when arguing for the importance of a research institute in the marketing field that focuses exclusively on B2B. I am sure you will agree that the disproportionality between relevance of B2B marketing and academic attention is still very much an issue today. What's more, technologies related to artificial intelligence, blockchain, and everything digital pose unique challenges for B2B firms. New business models, platforms, networks, and other complex forms of organizing create new theoretical and empirical opportunities for academic research. Looking ahead, the ISBM will act as a facilitator of rigorous academic research, building on its strong foundations, close bonds with an expanding community of academic experts, and unique and long-lasting connections with B2B firms. While Andrew and I plan to continue successful initiatives and rejuvenate others, we will always protect the ISBM's entrepreneurial spirit allowing for serendipity along the way. 2020 promises to be an exciting year. Stay tuned!

Stefan Wuyts

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IPSS Update

IPSS will offer one course this spring semester. Mahima Hada (Baruch) and Alok Saboo (Georgia State) will teach the course *Establishing Causality: A Multi-Method Approach*. The course is designed to expose Ph.D. students to a multi-method approach to establish causality, especially in the context of inter-firm relationships. Causal inference is an increasingly important issue that you will confront in conducting your own research and in evaluating the research of others. We will discuss two approaches for causal inference in the course. First, experiments, the gold standard for internal validity, have typically been ignored as a method in inter-firm/B2B research; half of this course will focus on how to conduct experiments in B2B settings, not using undergrad students as respondents. However, not all research questions lend themselves to experimental studies. Thus, the second half of the course focuses on empirical strategies that provide causal interpretation. The students will be required to submit a final research idea that uses a mix of methods (experimental and econometric) to establish causality.

Thank you Mahima and Alok for agreeing to co-teach for IPSS; we appreciate your time and support of this program. complete details for the course and registration link is available from <https://isbm.org/for-academics>.

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/for-academics> to register online. Registration deadline is March 1, 2020.

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

J. Andrew Petersen

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Call For Nominations: 2020 ISBM-David T. Wilson-Sheth Foundation Award for Long-Term Impact in B2B Marketing



David T. Wilson
1934 - 2015

Nominations are *due no later than March 31, 2020* for the ISBM-David T. Wilson-Sheth Foundation Award for Long Term Impact in B2B Marketing. This award is made biennially to a paper published in a refereed journal that has made a significant long run impact on the theory and practice of B2B Marketing.

The award is named in honor of the late Penn State Professor David T. Wilson, a leading B2B scholar and founding Managing Director of the ISBM (Institute for the Study of Business Markets).

The winner will receive a cash award of \$2000 along with a plaque of recognition and will be honored at a special session of the ISBM Academic Conference in San Francisco, 18-20 August 2020.

Eligibility

To be eligible, a paper should have been published between 2005 and 2015.

The paper should be primarily or exclusively on an issue or issues specific to B2B marketing, *that is, the building of mutual value-generating relationships (including goods and services) between organizations (which include businesses, government agencies and not-for-profit organizations) and the many individuals within them.* Thus manufacturer-retailer, pharmaceutical firm-doctor, firm-information intermediary, firm-government, and agribusiness-farmer relationships fall within the B2B domain as defined here.

Measures of Impact

The winning paper should have made significant impact, both in academia and in practice. As measures of impact, nominators should consider the following criteria, and possibly others.

- citations
- press coverage
- magnitude of subsequent work that builds on the paper
- applications in practice
- applications in litigation
- use in PhD reading lists and seminars
- use in undergrad, MBA or Executive teaching

High impact papers normally have one or more of the following characteristics: (1) show the field something that it did not know before, (2) show a new way of thinking about a problem or issue and/or (3) open up a new field of inquiry.

Procedure

Nominations are invited from any individuals and self-nominations are permitted. The nominations should include a pdf of the nominated paper as well as a nominating letter, not to exceed 500 words, that addresses the impact criteria above.

Nominations should be directed to Stefan Wuyts, ISBM Director (suw282@psu.edu) who will serve as chair of the award committee. Other committee members are Andrew Petersen, Penn State and ISBM Associate Director and Ruth Bolton, Arizona State University, and Sheth Foundation Board President.

The winner will be announced 31 May 2020.



ISBM PhD Student Camp for Research in B2B Markets to be held August 18-19, 2020

The 9th ISBM PhD Student Camp for Research in B2B Markets will be held August 18-19 in San Francisco, CA. The ISBM Academic Conference will begin immediately after the Camp and continues through August 20th.

The Camp is designed for students who have completed at least one year of doctoral work and have an interest in B2B marketing and management. There are no geographic restrictions; students in marketing, strategy, management, innovation and R&D management, information systems, business logistics, supply chain management and other fields will find the camp beneficial.

The purpose of the Camp is to enable students to interact with prominent faculty and promising young scholars. Students will learn about research opportunities in B2B marketing, strategy, and management; sources of data, funding and research guidance; and strategies for developing promising research projects that can generate quality research articles in top academic journals. Students have the opportunity to have their research ideas constructively critiqued by experienced scholars.

There will be a small fee to attend the camp and for extra events like the academic conference following the camp. Event website and registration will be open by March 1st. While many meals will be provided, attendees and their schools will be responsible for travel and lodging costs. The camp is jointly sponsored by the

Institute for the Study of Business Markets at Penn State with support from the Marketing Science Institute (MSI).

In 2018, forty-three students from thirty-one universities in 10 countries participated in the B2B Camp, interacting with over twenty-five faculty. We hope students and faculty from all over the globe will attend this event in 2020.

Nominations will be considered through April 1st, space permitting. Email nominations directly to Camp Director, Lisa Scheer (scheer@missouri.edu).



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Accepting Papers and Session Proposals March 1st for the Biennial Academic Conference

The Institute for the Study of Business Markets will be holding its 2020 Academic Conference in San Francisco, California on August 19-20th (immediately preceding the Summer AMA Educators' Conference) venue to be finalized by March 1.

The objective of the conference, as always, is to develop new ideas and new ways to address the pressing issues at the interface of the B2B academic communities; generate new research approaches and ideas; and to provide a forum for interaction amongst the world's leading B2B researchers.

We are particularly interested in papers or special sessions that are aligned with the ISBM's three strategic priorities:

1. B2B Innovation to Enhance Business Growth
2. B2B Buying Behavior
3. B2B Marketing Analytics

For conference details visit <https://isbm.org/event/2020-isbm-academic-conference/>. We invite you to submit an abstract and/or special session for the conference before the due date of May 1, 2020. Conference Registration will open by March 1st!

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