

**ISBM Academic Conference 2022
Advances in Business-to-Business Marketing
University of Illinois at Chicago
750 South Halstead, Student Services East (SCE)
Chicago, IL 60607**

Conference Schedule / Wednesday, August 10, 2022

11:00AM-4:00PM	Registration	3rd Floor, SCE 302
12:00PM-1:30PM	Lunch Buffet	3rd Floor, SCE 302
1:00PM-1:30PM	Welcome from UIC Host (Sandy Wayne); Welcome from ISBM (Stefan Wuyts) and Conference Overview (Andrew Petersen)	
1:30PM-3:00PM	Concurrent Sessions	
	WC1 - (SS) – Neglected Issues in B2B Relationship Management	6th Floor, SCE 605
	(Session Chair, Alok Kumar)	
	<ul style="list-style-type: none"> • <i>The Impact of Customer Information Disclosure on Firm Performance</i> (Mu Li, Mahima Hada, Ljubomir Pupovac) • <i>Using Climate Disclosures for Strategic Stakeholder Alignment and Mitigating Climate Risks: A Machine Learning Approach</i> (Alok Saboo, Ankit Anand, Ritesh Adhyapak) • <i>Informality In Buying-Supplier Relationships</i> (Kristina Schaffer, Alok Kumar, Vishal Kashyap, Stefan Hurtak) • <i>Regulatory Focus in Key Accounts: The Buyer's Perspective</i> (Ravi Agarwal and Alok Kumar) 	
	WC2 – Rethinking Interactions with B2B Customers	6th Floor, SCE 603
	(Session Chair, Amalesh Sharma)	
	<ul style="list-style-type: none"> • <i>Conceptualizing Customer Success in Business Markets</i> (Anna Gehring, Andreas Eggert, Wolfgang Ulaga, and Bryan Hochstein) • <i>The Changing Landscape of Business Trade Shows: A Research Agenda for the Future</i> (Srinath Gopalakrishna, Gary Lilien, and Ian Sequeira) • <i>Brave New World of Virtual Selling in B2B Markets: Conceptualization and Theory Development</i> (Tim Kalwey, Yeji Lim, Manfred Krafft, and Murali K. Mantrala) • <i>"I'll make you lots of money!": When buyers succeed with B2B purchases</i> (Bryson Hilton and Conor Henderson) • <i>Discount Types in Business-to-Business (B2B) Relationships: Effect on the Manufacturer's Performance and Dealers' Satisfaction and Operational Excellence</i> (Amalesh Sharma, Tarun K. Sharma, Manoj Motiani, and Soumya Mukhopadhyay) 	
3:00PM-3:30PM	Networking Break	6th Floor, SCE Hall
3:30PM-5:00PM	Concurrent Sessions	
	WD1- (SS) – Developing a Research Agenda for Social Media Use and Branding in B2B Firms	6th Floor, SCE 605
	(Session Chairs, Mike Nguyen & Lisa Scheer)	
	<ul style="list-style-type: none"> • How do B2B firms build customer relationships in more distant, arms'-length, often remote interchanges? Indirect mass communications vehicles, such as social media, are critical in these B2B exchanges. This workshop is designed to identify potential research topics in this area. Social media use in B2B firms has not been well-explored, neither the roles it can play in marketing in general nor for brand-building in particular. We hope to gain insights on various topics, such as: <ul style="list-style-type: none"> ○ What types of social media are more effective means for B2B firms to reach business customers with whom there is not a pre-existing close relationships? ○ How can B2B firms evaluate the effectiveness of social media? ○ What are the potential pitfalls of B2B social media use? ○ Is social media more useful (or critical) for certain types of B2B firms, but not others? 	

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- Practitioner kickoff (**Kate Francis** of Marmon Holdings)
- Academic kickoff (**Nawar Chaker**)
- Panel Discussion (**Sundar Bharadwaj, Sandy Jap and Vamsi Kanuri**)

WD2 – B2B Alliances and Supply Chain Collaboration **6th Floor, SCE 603**
(Session Chair, Vivek Astvansh)

- *Benefiting from Alliance Portfolios during Recessions*
(**Tuba Yilmaz**, Mariia Koval, Stefan Wuyts)
- *Examining Buyer Firm Usage of Supplier Support Services*
(**Colleen E. McClure** and Justin Lawrence)
- *Seeking Crisis Recovery in Rebranding: Evidence from Co-branding Alliances*
(**Amrita Mitra**, Erik A. Mooi, Kenneth H. Wathne, and Kersi D. Antia)
- *The Role of Uncertainty and Asymmetric Information on Supply Chain Collaboration*
(**Chunqiao Peng**, Desmond (Ho-Fu) Lo, Giorgio Zanarone, Kenneth J. Petersen, and Qiong Wang)
- *Does a Firm's CSR Disclosure Affect its Dependence on its Supply Chain Partners?*
(Min Bai and **Vivek Astvansh**)

5:00PM-6:00PM **Plenary Session** **3rd Floor, SCE 302**
Induction of New ISBM Fellow, Srinath Gopalakrishna

6:00PM-7:30PM **Networking Reception** **3rd Floor, SCE 329 Cardinal**

Conference Schedule / Thursday, August 10, 2022

8:00AM-2:00PM **Registration** **6th Floor, SCE Hall**

8:00AM-9:00AM **Breakfast on Your Own / Coffee, Tea, Water Available** **6th Floor, SCE Hall**

8:00AM-9:00AM **US-Europe Conversations on B2B Marketing: Joint Meeting with ISBM, BMM-EMAC, and B2B SIG @ EMAC** **6th Floor, SCE 613**
(**Elham Ghazimatin, Vishal Kashyap**, Michael Kleinaltenkamp, (In Person and Virtual via Zoom)
and Dirk Totzek)

9:00AM-10:30AM **Concurrent Sessions**

TA1 - (SS) – Technology and Governance: Implications for Strategy and Performance, Part 1 **6th Floor, SCE 605**
(Session Chair, Sourav Ray)

- *Governance Issues in a Digital Economy* (Mrinal Ghosh, George John, and **Sourav Ray**)
- *Market Governance In Ongoing Buyer-Supplier Relationships: Antecedents, Governance, Complementarities, and Performance Consequences*
(**Jon Bingen Sande**, Silja Korhonen-Sande, and Sven A. Haugland)
- *A Governance-Based Perspective on Bundling Equipment Sales and Technical Consulting Services in Industrial Markets* (**Sourav Ray**, Tirthankar Roy, and Mrinal Ghosh)

TA2 – B2B Channels, Platforms, and Secondary Markets **6th Floor, SCE 603**
(Session Chair, Avishek Lahiri)

- *The Spillover Impact of Downstream Online Ratings on Upstream B2B Relationships*
(**Thanh (Hans) Nguyen**, Justin Lawrence, **Andrew Crecelius**, **Colleen McClure**, and **Lisa Scheer**)
- *Impact of Channel Disruption on B2B Relationships*
(**Vidhya Krishnaraju**, Manish Kacker, and Jonathan D. Hibbard)
- *Freelance Orientation in the Sharing Economy: Evidence from Labor Platforms*
(**Avishek Lahiri**, V. Kumar, and Divya Ramachandran)

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- *Sustainability in the Business-to-Business Relationships: How does Transformation in the Buyer-Supplier Network Influence Conflict Minerals Detection?*
(**Amalesh Sharma**, Anirban Adhikary, and Sourav Bikash Borah)

10:30AM-11:00AM Networking Break

6th Floor, SCE Hall

11:00AM-12:30PM Concurrent Sessions

TB1 - (SS) – Technology and Governance: Implications for Strategy and Performance, Part 2

6th Floor, SCE 605

(Session Chair, Sourav Ray)

- *Valuation of De Novo Firms in High Technology Markets: Influence of Alliance Portfolio Characteristics* (Shilpa V. Rao, **Alok Kumar**, and **Alok Saboo**)
- *Competency Traps and Core Rigidities That Can Hobble Innovation in Collaborations* (**Nehal Elhelaly** and **Sourav Ray**)
- *Short Run Effects of Generalized Data Protection Act on Returns from AI Acquisitions* (Rajkumar Venkatesan, S. Arunachalam, and Kiran Pedada)

TB2 – B2B Pricing and Promotions

6th Floor, SCE 603

(Session Chair, Rahul Suhag)

- *Not Fair! Is Value-Based Pricing Really More Unfair Than Cost-Based Pricing?* (**Dominik Ebinger**, Marc Wouters, and Martin Klarmann)
- *Price Increases and their Financial Consequences in International B2B Markets* (**Maximilian Friess** and **Roland Kasemeier**)
- *B2B Promotions: Impact of Monetary and Non-Monetary Promotions for Small Businesses* (**Rahul Suhag** and Rajdeep Grewal)

12:30PM-2:00PM Lunch Buffet

3rd Floor, SCE 302

12:30PM-2:00PM ISBM Advisory Board Meeting

6th Floor, SCE 611

(ISBM Directors and Advisory Board Members only, lunch provided)

2:00PM-3:30PM Concurrent Sessions

TC1 - (SS & Workshop) – Endogeneity Correction and Text Mining in B2B Research

6th Floor, SCE 605

(Session Chairs, Jon Bingen Sande and Vivek Astvansh)

- Endogeneity is a crucial problem in B2B marketing research; if not addressed, it can cause researchers to arrive at flawed conclusions and to offer poor advice to practitioners. In this tutorial we will show how several techniques for handling endogeneity problems in B2B research can be implemented, including for example instrumental variable methods, control function techniques and instrument-free methods. The tutorial aims to help you to evaluate the following questions:
 1. Do you have an endogeneity problem?
 2. What technique/estimator is appropriate?
 3. What instrumental variables (IVs) should be chosen?
 4. How should IVs be evaluated empirically?
 5. How should the results be interpreted and evaluated? and
 6. What results should you report?
- Throughout the tutorial, we pay attention to whether the potentially endogenous variable is *continuous*, *discrete*, or *latent*, and whether or not we face *essential heterogeneity*. An overall theme of the tutorial is that regardless of what data we have, addressing endogeneity ultimately means that we make *theoretical assumptions* about the data generating process, and that we use these assumptions to identify the parameters that we are interested in estimating. Throughout the session we will utilize an empirical example described by Sande and Ghosh (2018) to demonstrate the various techniques.

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- Vivek will introduce participants to (a) sources of firm-generated text that may inform B2B Research, (b) theoretical terms on which the text can be measured, (c) text mining and machine learning methods for these measures.

TC2 – Value Propositions and Customer Relationship Performance **6th Floor, SCE 603**
(Session Chair, Kenneth Le Meunier-FitzHugh)

- *Effect of Government-to-Contractor Revolving Door Appointments on Customer Relationship Performance* (Shuai Yan, **Ju-Yeon Lee**, Hui Feng)
- *Comparing Value Propositions and Reference Cases for Persuading Customers in Business Markets* (**Dominik Ebinger**, Marc Wouters, and Martin Klarmann)
- *Agility in developing customer value propositions between B2B sales and marketing functions* (**Kenneth Le Meunier-FitzHugh**, Teresa Cometto, Jim Johnson, and Caroline Le Meunier-FitzHugh)

3:30PM-4:00PM **Networking Break** **6th Floor, SCE Hall**

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

TD1 – Salesperson Value and Management **6th Floor, SCE 605**
(Session Chair, Anne Cordts)

- *Holding Salespeople Responsible for Late-Paying Accounts Predicts Lower Role Clarity, Higher Job Stress, and Customer-Directed Deviance* (**Muzi Liu**, U.N. Umesh, and Jeffrey Joireman)
- *Fixing Bad Marriages – When Should Firms Reassign Sales Reps?* (Gary L. Lilien, **Wreetabrata Kar**, and James C. Reeder, III)
- *The Value of Professional Ties in B2B Markets* (**Navid Mojir** and Sriya Anbil)
- *Virtual Customer-Salesperson Communication and the Impact on Knowledge Accuracy* (**Anne Cordts**, Martin Klarmann, and Johannes Habel)

TD2 – B2B Digitalization, Innovation, and Risk **6th Floor, SCE 603**
(Session Chair, Ju-Yeon Lee)

- *The Differential Effects of B2B Goods, Services, and Software Innovations on Firm Value and Firm Risk for Technology Firms* (**Venkatesh Shankar** and Thomas Dotzel)
- *The digitalization of customer knowledge capabilities: unintended consequences and team-task-technology misfits* (**Thomas Ritter** and Carsten Lund Pedersen)
- *Does Trade Credit Mitigate or Exacerbate Firm Risks and Failure* (Niket Jindal and **Vivek Astvansh**)
- *Are Federal Contractors Less Innovative? Insights from Business-to-Government Markets* (Anne Marie Knott, **Brett W. Josephson**, **Ju-Yeon Lee**)

5:30PM-7:00PM **Networking Reception** **3rd Floor, SCE 329 Cardinal**