



PROGRAM - IMP 2025

Learning from the past - interacting for the future



Wednesday, 20 August

09:00 - 10:00	Room: Pascal Opening session Welcome (<i>Kajsa Hulthén and Anna Dubois</i>) Key note: Managing collaboration (<i>Anna Nilsson-Ehle</i>)		
10:00 - 10:30	Break (Swedish Fika)		
10:30 - 12:00	Room: Pascal	Room: Tesla	Room: Kelvin
	Session 1A Special track: <i>The role of policy directives and regulations in shaping sustainable network change</i>	Session 1B Theme: <i>Digital & AI</i>	Session 1C Theme: <i>Network & relationship dynamics</i>
	Chair: Sicco Santema	Chair: Pauliina Ulkuniemi	Chair: Ann-Charlott Pedersen
	<i>Ishmael Arhin, Sheena Leek & Eric Shiu</i> <u>Exploring the role of policy directives in shaping sustainable innovation landscape in Ghana's oil palm industry</u> <i>Andrea Perna, Nicole Lillini, Alessandro Cinti & Nadia Ricci</i> <u>Sustainability Compliance and Network Complaints: An Interaction Approach</u> <i>Timo Pohjosenperä, Tuula Lehtimäki & Outi Keränen</i> <u>Policy and regulation-related contradictions affecting the circular economy of demolished concrete</u>	<i>Annika Laine-Kronberg & Anni Rajala</i> <u>The future role and influence of AI in business relationships</u> <i>Judy Zolkiewski, Jamie Burton & Vicky Story</i> <u>Buying B2B services in a digitalized world</u> <i>Tero Huhtala & Pauliina Ulkuniemi</i> <u>Data as a resource integrating demolition and construction networks in CE</u>	<i>Åse Linné & Malena Havenvid</i> <u>Strategizing for digital transformation in the built environment – interactive dynamic capabilities</u> <i>Olof Wadell & Jonatan Schytzer</i> <u>On the Nature of Trust in Business Relationships</u> <i>Victor Eriksson, Ann-Charlott Pedersen, Elsebeth Holmen & Poul Houman Andersen</i> <u>Facilitating supplier development: the implications of connectedness</u>
12:00 - 13:00	Lunch		
13:00 - 14:30	Session 2A Special track: <i>The role of policy directives and regulations in shaping sustainable network change</i>	Session 2B Theme: <i>Failure & dark side</i>	Session 2C Theme: <i>Sustainability & circularity</i>
	Chair: Sicco Santema	Chair: Andrea Perna	Chair: John Finch
	<i>Jenni Aitonurmi, Heli Aramo-Immonen & Kaisa Sorsa</i> <u>Network level sustainable material management maturity model as vehicle for inter-organizational interactions in shipbuilding ecosystem</u> <i>Jose Novais Santos & Cristina Baptista</i> <u>The network dynamics around the waste from electrical and electronic equipment</u>	<i>Alessandro Cinti, Andrea Perna, Antonella La Rocca & Alexandra Waluszewski</i> <u>Fighting against antibiotic resistance, facing a ‘network wall’</u> <i>Chihiro Nakayama & Yoritoshi Hara</i> <u>Relational coordination for survival in a declining industry</u> <i>Jan Hermes</i> <u>Are Sustainable Business Networks Doomed To Fail?</u>	<i>John Finch & Xiang Li</i> <u>Ecosystems as a Policy Choice to Engage Large Financial Services Companies with Entrepreneurial FinTechs for Sustainability Compliance</u> <i>Lars Huemer, Ida Maja Hassellöv & Claes Martinson</i> <u>The Poseidon Principles: Competing and cooperating on bundled resources</u> <i>Pauliina Ulkuniemi, Akram Hatami & Anne Keränen</i> <u>Transformational Cross-Sector Collaboration Networks to Advance Social Sustainability: Ethics as adapter of conflicting logics</u>

Wednesday, 20 August

	Room: Pascal	Room: Tesla	Room: Kelvin
14:30 - 15:00	Break (Swedish Fika)		
15:00 - 16:30	Session 3A Special track: <i>The role of policy directives and regulations in shaping sustainable network change</i>	Session 3B Theme: <i>Failure & dark side</i>	Session 3C Theme: <i>Sustainability & circularity</i>
	Chair: Sicco Santema	Chair: Lisa Govik	Chair: Annika Laine-Kronberg
	<i>Cecilia Erixon, Peter Ekman & Jimmie Röndell</i> <u>The Challenge of Unsolicited Offerings: Digital Sustainability Platforms and Relationship Transformation in Commercial Real Estate</u> <i>Helen McGrath, Sean Tanner, Teea Palo, Dave Alton, Annmarie Ryan & Conor Drummond</i> The Temporal Dynamics of Entrepreneurial Sustainability: Navigating Network Challenges and Possibilities Through Past and Future Lens	<i>Lisa Govik & Ala Arvidsson</i> <u>Failure of environmentally sustainable solutions in B2B markets</u> <i>Paweł Brzustewicz, Iwona Escher & Marek Ręklewski</i> <u>Development and validation of a scale measuring the dark side of company-NGO relationships</u> <i>Poul Houman Andersen, Helen McGrath & Chris Medlin</i> <u>Superseding the statics of entrepreneurial network interdependencies: A network actioning approach</u>	<i>Rumy Narayan & Annika Laine-Kronberg</i> <u>Imitating to Innovate: How Coopetition Drives Sustainable Business Transformation in B2B Markets</u> <i>Tuula Lehtimäki, Asta Salmi & Outi Keränen</i> <u>Cross-sector interaction for advancing circularity of demolition materials</u> <i>Catherine Pardo & Björn Ivens</i> Key account relationships as sanctuaries
16:30 - 16:40	Break		
16:40 - 17:30	Room: Pascal Meet the editors		
19:00 - 23:00	Dinner at Restaurant Bistrot		

Thursday, 21 August

09:00 - 10:30	Room: Pascal	Room: Tesla	Room: Kelvin
	Session 4A Special track: <i>(Navigating) B2B sales challenges in digitalized business markets</i>	Session 4B Theme: <i>Innovation</i>	Session 4C Special track: <i>It's a SIN! Simulating Industrial Networks</i>
	Chair: Antonella La Rocca	Chair: Anna-Greta Nyström	Chair: Enrico Baraldi
	<i>Chiara Cantu & Antonella La Rocca</i> <u>Sales management innovation in time of twin transition</u> <i>Alexander Hedlund & Jeandri Robertson</i> <u>Bridging Boundaries: Leveraging Non-Traditional Partnerships for Value Co-Creation in High-tech Service Ecosystems</u> <i>Diana Murtagh-Böhm & Tamara Wehrstein</i> <u>Navigating B2B Sales Challenges in Digitalized Markets: Rethinking Business Models for the Data-Driven Era</u>	<i>Anastasia Pojiltov & Tuija Mainela</i> <u>Unpacking Interactions for Knowledge Flow in Innovation Networks</u> <i>Anna-Greta Nyström, Maria Juurikka & Satu Nätti</i> <u>Orchestrating Agenda Construction – A Multiple Case Study of Finnish Innovation Ecosystems</u> <i>Arend-Jan Diephuis, Bas Hillebrand & Henry Robben</i> <u>Probing for the Unknown: Customer Needs Identification Practices Salespersons Adopt for New Product Idea Generation</u>	<i>Enrico Baraldi, Simone Guercini, Frans Prenekert & Andrea Perna</i> <u>What can IMP gain from computer-based simulations?</u> <i>Piotr Kwiatek, Natalia Gluza, Grzegorz Leszczyński, Anna Rogala, Lamia Gasimzada & Alicja Koperska</i> <u>The review of studies on marketers’ relational capabilities in the era of AI</u>
10:30 - 11:00	Break (Swedish Fika)		
11:00 - 12:30	Session 5A Theme: <i>Resources & value</i>	Session 5B Special track: <i>Combining human and nature as equal actors in the Industrial Network Approach: opportunities and consequences for the future</i>	Session 5C Special track: <i>It's a SIN! Simulating Industrial Networks (continued)</i>
	Chair: Johnny Lind	Chair: Maria Ivanova-Gongne	Chair: Enrico Baraldi
	<i>Johanna Håkanson, Malena Havenvid, Åse Linné & Viktoria Sundquist</i> <u>Driving Energy Innovation in Hospital Facilities - a Resource Interaction Perspective</u> <i>Johnny Lind, Per Christian Ahlgren & Lise Charlotte Førde</i> <u>eHealth technologies and the reconfiguring of resource interfaces in public health care</u> <i>Merja Kivirinta & Hanna Komulainen</i> <u>Achieving resilience through value co-creation in knowledge-intensive business services</u>	<i>Debbie Harrison & Frans Prenekert</i> <u>Human and natural actor equivalence? It depends...</u> <i>Julia Autio & Saira Saraniemi</i> <u>Rethinking nonhuman nature as actor in business relationships</u> <i>Zsofia Toth, Carlos Diaz Ruiz & Oliver Wirths</i> <u>Sustainability ‘if convenient’: Coopetitive tensions of the repair-or-replace dilemma</u>	<i>Enrico Baraldi & Simone Callegari</i> <u>Possibilities and limitations of simulating business relationships: Using an Anylogic’s hybrid simulation of supply chains</u>
12:30 - 13:30	Lunch		

Thursday, 21 August

	Room: Pascal	Room: Tesla	Room: Kelvin
13:30 - 15:00	Session 6A	Session 6B	Session 6C
	Theme: Digital & AI	Theme: Network & relationship dynamics	Theme: Sustainability, Innovation and Technology
	Chair: Debbie Harrison	Chair: Judy Zolkiewski	Chair: Thomas O’Toole
	Jens Eklinder-Frick, Sofia Wagrell, Alexandra Waluszewski, Johnny Lind, Morten Hoi Abrahamsen, Per Christian Ahlgren, Andrea Perna, Zsuzsanna Szalkai & Ágnes Réka Mátó Value creation within digital health solutions – innovation settings and its mobilizing monetary structures Conor Drummond, Sean Tanner, James Duggan, Dave Alton, Kristina Auxtova, Grace O’Rourke & Stefan Jooss <u>Digital Resource Disruption in Technology Enabled Learning (TEL): An IMP perspective on instructor decision-making autonomy in third-level networks</u> Debbie Harrison & Simone Guercini <u>AI and competence development in business-to-business interaction</u>	Ann Højbjerg Clarke, Judy Zolkiewski & Majbritt Rostgaard Evald <u>How SMEs learn and develop sustainable commercial solutions through collaborative innovation partnerships</u> Victor Eriksson, Jonas Flodén, Johan Woxenius & Ellinor Forsström <u>In Transition: Actor perspectives on resilient supply networks for renewable maritime fuels</u> Anniina Schreiner <u>Triads and tribulations – Quest for analytical tool to capture the relevant</u>	Michelle Clancy, Eugene Crehan & Thomas O’Toole Novel interaction spaces for transitioning into a technological network Madhushree Mrutyunjaya Happalad, Viktoria Sundquist & Malena Havenvid <u>An interactive perspective on the activities of contractors as innovation champions</u> Olof Wadell & Jonatan Schytzer <u>The Liability of Environmental Debt in Bankruptcy: A Business Network Approach</u>
15:00 - 15:30	Break (Swedish Fika)		
15:30 - 17:30	Session 7A	Session 7B	Session 7C
	Special track: (Navigating) B2B sales challenges in digitalized business markets	Special track: Relationships and interaction shaping public procurement transformation	Theme: Sustainability & circularity
	Chair: Holger Schiele	Chair: Hannu Torvinen	Chair: Eini Haaja
	Holger Schiele, Giang Dao Thi Huong, Agata Leszkiewicz & Klaas Stek <u>Are Purchasers and Salespeople Cut from the Same Cloth? Examining the Role of Soft Skills in Personal Performance</u> Christine Falkenreck, Piotr Gaczek & Grzegorz Leszczyński Mastering AI-Driven Sales: Strategies for B2B and B2C Success Aristotelis Alexopoulos, Giang Dao, Pavlos Vlachos, Manfred Krafft, Victoria Kramer, Holger Schiele, Agatha Leszkiewicz, Volker Koch, Marco Berger, Piotr Kwiatek & Anna Palyga <u>Design and Development of a Postgraduate Academic Curriculum: The case of the MSc in Digital B2B Sales Management</u>	Hannu Torvinen <u>Service Provider on Guard for Public Value: Suppliers’ Value Perceptions in the Public Procurement of Assistive Devices</u> Ilkka Ojansivu, Erik Mooi & Chris Medlin <u>In business with government</u> Matin Taheriruh, Hannu Torvinen, ZsuZsanna Szalkai & Carolina Belotti <u>Interactions in Public Procurement: A Systematic Review on public buyer-supplier interfaces</u> Outi Keränen <u>Advancing circularity in public procurement through CE programs: An intermediation approach</u>	Eini Haaja, Elisa Aro & Leena Jokinen <u>Do we know what we do not know? Competence gaps in sustainability transition in industrial networks</u> Elizabeth Edgal, Anne-Maria Holma & Vincent Achola <u>Stakeholder Engagement and Sustainable Procurement among Multinational Enterprises in Developing Countries: A Case of Nigeria and Kenya</u> Jari Ruokolainen <u>From Centralised to Decentralised Financial Networks: IMP Insights on Renewable Energy Transitions</u> Alexander Flaig, Mariia Syväri, Sini Nordberg-Davies & Eini Haaja <u>Market-shaping motivations in sustainability contexts</u>
19:00 - 23:00	Dinner at River Restaurant On The Pier		

Friday, 22 August

	Room: Pascal	Room: Tesla	Room: Kelvin
	Session 8A	Session 8B	Session 8C
	Theme: <i>Sustainability & circularity</i>	Theme: <i>Network & relationship dynamics</i>	Special track: <i>(Navigating) B2B sales challenges in digitalized business markets</i>
	Chair: Conor Drummod	Chair: Anna Bengtson	Chair: Aristotelis Alexopoulos
09:00 - 10:30	<i>Anna Dubois, Luciana Alcantara & Kajsa Hulthén</i> <u>Analysing firm-internal and external interaction to reduce transport emissions in supply networks</u> <i>Anup Acharya, Akram Hatami Boroun & Pauliina Ulkuniemi</i> <u>Sustainable Social Value Through Cross-Sector Networks</u>	<i>Susanne Åberg, Anna Bengtson & Bodel Norrby</i> Employer Attractiveness from the Purchaser’s Perspective: The Case of Swedish Forestry <i>Ann Højbjerg Clarke & Majbritt Rostgaard Evald</i> <u>How firms interact with multilevel stakeholders in Public-Private Innovation projects for commercialization</u> <i>Simona D’Antone, Florence Crespín-Mazet, Karine Goglio & Kathy Malas</i> <u>Telemedicine in search of legitimacy: the legitimization of a virtual hospital solution and related dynamic capabilities</u>	<i>Ágnes Réka Mátó, Márton Vilmányi & Margit Anita Tarjányi</i> <u>Ghost in the (tech) shell - the power of interactive changes and digitization in networked healthcare processes</u> <i>Jari Ruokolainen, Debu Mitra & Safuîl Alam</i> Tokenizing Renewable Energy: Restructuring Financing and Coordination through the ARA Framework <i>Julia Heigl, Hannes Huttelmaier, Mariola Muci & Thomas Lemberger</i> <u>GenAI-Based Avatars in Role-Play to Improve Effectiveness and Efficiency in Salesforce Training – Insights from an Initial Experiment</u>
10:30 - 11:00	Break (Swedish Fika)		
	Session 9A		Session 9C
	Theme: <i>To Abduct or not to Abduct</i>		Theme: <i>Resources & value</i>
	Chair: Lars-Erik Gadde		Chair: Frans Prenkert
11:00 - 12:30	<i>Laure Chambost Guigard & Elsa Dessaigne</i> Value Formation in B-to-B contexts: a typology of selling practices <i>Olof Wadell</i> <u>The IMP: On Outcomes of Theorizing</u> <i>Olof Wadell, Peter Kumlin & Chelsey Jo Huisman</i> <u>Stop abducting</u>		<i>Colin Kimbrell, Anna Dubois, Frida Lind & Lei Huang</i> <u>Towards understanding a key resource in a complex emerging network setting: The case of energy storage and balancing solutions</u> <i>Colin Kimbrell, Frida Lind & Lisa Govik</i> <u>Sharing resources across boundaries: Cases of batteries and charging applications of a Vehicle OEM</u> <i>Frans Prenkert, Per Carlborg & Nina Hasche</i> Advocating for Stewardship: Conceptualizing resources having non-value in industrial business networks
12:30 - 13:30	Lunch to go		