



PROGRAM - IMP 2025

Learning from the past - interacting for the future

Wednesday, 20 August

09:00 - 10:00	Room: Pascal Opening session		
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> Exploring the role of policy directives in shaping sustainable innovation landscape in Ghana’s oil palm industry <i>Andrea Perna, Nicole Lillini, Alessandro Cinti & Nadia Ricci</i> Sustainability Compliance and Network Complaints: An Interaction Approach <i>Timo Pohjosenperä, Tuula Lehtimäki & Outi Keränen</i> Policy and regulation-related contradictions affecting the circular economy of demolished concrete	<i>Annika Laine-Kronberg & Anni Rajala</i> The future role and influence of AI in business relationships <i>Judy Zolkiewski, Jamie Burton & Vicky Story</i> Buying B2B services in a digitalized world <i>Tero Huhtala & Pauliina Ulkuniemi</i> Data as a resource integrating demolition and construction networks in CE	<i>Victor Eriksson, Ann-Charlott Pedersen, Elsebeth Holmen & Poul Houman Andersen</i> Facilitating supplier development: the implications of connectedness <i>Olof Wadell & Jonatan Schytzer</i> On the Nature of Trust in Business Relationships <i>Åse Linné & Malena Havenvid</i> Strategizing for digital transformation in the built environment – interactive dynamic capabilities
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> Network level sustainable material management maturity model as vehicle for inter-organizational interactions in shipbuilding ecosystem <i>Jose Novais Santos & Cristina Baptista</i> The network dynamics around the waste from electrical and electronic equipment <i>Lars Gunnar Mattsson & Anders Liljenberg</i> Regulatory market shaping as a legality issue-A conceptual framework applied to a procurement law	<i>Alessandro Cinti, Andrea Perna, Antonella La Rocca & Alexandra Waluszewski</i> Fighting against antibiotic resistance, facing a ‘network wall’ <i>Chihiro Nakayama & Yoritoshi Hara</i> Relational coordination for survival in a declining industry <i>Jan Hermes</i> Are Sustainable Business Networks Doomed To Fail?	<i>John Finch & Xiang Li</i> Ecosystems as a Policy Choice to Engage Large Financial Services Companies with Entrepreneurial FinTechs for Sustainability Compliance <i>Lars Huemer, Ida Maja Hassellöv & Claes Martinson</i> The Poseidon Principles: Competing and cooperating on bundled resources <i>Pauliina Ulkuniemi, Akram Hatami & Anne Keränen</i> Transformational Cross-Sector Collaboration Networks to Advance Social Sustainability: Ethics as adapter of conflicting logics

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 Røndell</i> From Arm’s-Length Relationships to Coerced Partnerships: Challenges in Implementing Digital Sustainability Platforms in the Real Estate Sector <i>E mmanuel Tawiah Bissah, Sena Ozdemir, Stefanos Mouzas & Alison Stowell</i> Circular Economy Transition in a Business Network: The Actors, Resources, Activities and Institutions (ARAI) Model <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> Failure of environmentally sustainable solutions in B2B markets <i>Paweł Brzustewicz, Iwona Escher & Marek Ręklewski</i> Development and validation of a scale measuring the dark side of company-NGO relationships <i>Poul Houman Andersen, Helen McGrath & Chris Medlin</i> Superseding the statics of entrepreneurial network interdependencies: A network actioning approach	<i>Rumy Narayan & Annika Laine-Kronberg</i> Imitating to Innovate: How Coopetition Drives Sustainable Business Transformation in B2B Markets <i>Tuula Lehtimäki, Asta Salmi & Outi Keränen</i> Cross-sector interaction for advancing circularity of demolition materials
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	Session 4B	Session 4C
	Special track: <i>(Navigating) B2B sales challenges in digitalized business markets</i>	Theme: <i>Innovation</i>	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> Sales management innovation in time of twin transition	<i>Anastasia Pojiltov & Tuija Mainela</i> Unpacking Interactions for Knowledge Flow in Innovation Networks	<i>Enrico Baraldi, Simone Guercini, Frans Prenekert & Andrea Perna</i> What can IMP gain from computer-based simulations?
	<i>Alexander Hedlund & Jeandri Robertson</i> Bridging Boundaries: Leveraging Non-Traditional Partnerships for Value Co-Creation in High-tech Service Ecosystems	<i>Anna-Greta Nyström, Maria Juurikka & Satu Nätti</i> Orchestrating Agenda Construction – A Multiple Case Study of Finnish Innovation Ecosystems	<i>Piotr Kwiatek, Natalia Gluza, Grzegorz Leszczyński, Anna Rogala, Lamia Gasimzada & Alicja Koperska</i> The review of studies on marketers’ relational capabilities in the era of AI
	<i>Diana Murtagh-Böhm & Tamara Wehrstein</i> Navigating B2B Sales Challenges in Digitalized Markets: Rethinking Business Models for the Data-Driven Era	<i>Arend-Jan Diephuis, Bas Hillebrand & Henry Robben</i> Probing for the Unknown: Customer Needs Identification Practices Salespersons Adopt for New Product Idea Generation	
10:30 - 11:00	Break (Swedish Fika)		
11:00 - 12:30	Session 5A	Session 5B	Session 5C
	Special track: <i>(Navigating) B2B sales challenges in digitalized business markets</i>	Special track: <i>Combining human and nature as equal actors in the Industrial Network Approach: opportunities and consequences for the future</i>	Special track: <i>It's a SIN! Simulating Industrial Networks (continued)</i>
	Chair: Holger Schiele	Chair: Ilkka Ojansivu & Maria Ivanova-Gongne	Chair: Enrico Baraldi
	<i>Holger Schiele, Giang Dao Thi Huong, Agata Leszkiewicz & Klaas Stek</i> Are Purchasers and Salespeople Cut from the Same Cloth? Examining the Role of Soft Skills in Personal Performance	<i>Debbie Harrison & Frans Prenekert</i> Human and natural actor equivalence? It depends...	<i>Enrico Baraldi & Simone Callegari</i> Possibilities and limitations of simulating business relationships: Using an Anylogic’s hybrid simulation of supply chains
	<i>Jari Ruokolainen, Debu Mitra & Safuil Alam</i> Tokenizing Renewable Energy: Restructuring Financing and Coordination through the ARA Framework	<i>Julia Autio & Saira Saraniemi</i> Rethinking nonhuman nature as actor in business relationships	
	<i>Julia Heigl, Hannes Huttelmaier, Mariola Muci & Thomas Lemberger</i> GenAI-Based Avatars in Role-Play to Improve Effectiveness and Efficiency in Salesforce Training – Insights from an Initial Experiment	<i>Olof Wadell & Jonatan Schytzer</i> The Liability of Environmental Debt in Bankruptcy: A Business Network Approach	
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: <i>Digital & AI</i>	Theme: <i>Network & relationship dynamics</i>	Theme: <i>Innovation</i>
	Chair: Debbie Harrison	Chair: Judy Zolkiewski	Chair: Catherine Pardo
	<i>Jens Eklinder-Frick, Sofia Wagrell, Alexandra Waluszewski, Johnny Lind, Morten Hoi Abrahamsen, Per Christian Ahlgren, Andrea Perna, Zsuzsanna Szalkai & Ágnes Réka Mátó</i> Value creation within digital health solutions – innovation settings and its mobilizing monetary structures <i>Conor Drummond, Sean Tanner, James Duggan, Dave Alton, Kristina Auxtova, Grace O’Rourke & Stefan Jooss</i> Digital Resource Disruption in Technology Enabled Learning (TEL): An IMP perspective on instructor decision-making autonomy in third-level networks <i>Debbie Harrison & Simone Guercini</i> AI and competence development in business-to-business interaction	<i>Ann Højbjerg Clarke, Judy Zolkiewski & Majbritt Rostgaard Evald</i> How SMEs learn and develop sustainable commercial solutions through collaborative innovation partnerships <i>Victor Eriksson, Jonas Flodén, Johan Woxenius & Ellinor Forsström</i> In Transition: Actor perspectives on resilient supply networks for renewable maritime fuels <i>Anniina Schreiner</i> Triads and tribulations – Quest for analytical tool to capture the relevant	<i>Catherine Pardo & Björn Ivens</i> Key account relationships as sanctuaries <i>Madhushree Mrutyunjaya Happalad, Viktoria Sundquist & Malena Havenvid</i> An interactive perspective on the activities of contractors as innovation champions
15:00 - 15:30	Break (Swedish Fika)		
15:30 - 17:30	Session 7A	Session 7B	Session 7C
	Theme: <i>Resources & value</i>	Special track: <i>Relationships and interaction shaping public procurement transformation</i>	Theme: <i>Sustainability & circularity</i>
	Chair: Johnny Lind	Chair: Hannu Torvinen	Chair: Eini Haaja
	<i>Johanna Håkanson, Malena Havenvid, Åse Linné & Viktoria Sundquist</i> Driving Energy Innovation in Hospital Facilities - a Resource Interaction Perspective <i>Johnny Lind, Per Christian Ahlgren & Lise Charlotte Førde</i> eHealth technologies and the reconfiguring of resource interfaces in public health care <i>Merja Kivirinta & Hanna Komulainen</i> Achieving resilience through value co-creation in knowledge-intensive business services	<i>Hannu Torvinen</i> Service Provider on Guard for Public Value: Suppliers’ Value Perceptions in the Public Procurement of Assistive Devices <i>Ilkka Ojansivu, Erik Mooi & Chris Medlin</i> In business with government <i>Matin Taheriruh, Hannu Torvinen, ZsuZsanna Szalkai & Carolina Belotti</i> Interactions in Public Procurement: A Systematic Review on public buyer-supplier interfaces <i>Outi Keränen</i> Advancing circularity in public procurement through CE programs: An intermediation approach	<i>Eini Haaja, Elisa Aro & Leena Jokinen</i> Do we know what we do not know? Competence gaps in sustainability transition in industrial networks <i>Elizabeth Edgal, Anne-Maria Holma & Vincent Achola</i> Stakeholder Engagement and Sustainable Procurement among Multinational Enterprises in Developing Countries: A Case of Nigeria and Kenya <i>Jari Ruokolainen</i> From Centralised to Decentralised Financial Networks: IMP Insights on Renewable Energy Transitions
19:00 - 23:00	Dinner at River Restaurant On The Pier		

Friday, 22 August

	Room: Pascal	Room: Tesla	Room: Kelvin
09:00 - 10:30	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
	<i>Alexander Flaig, Mariia Syväri, Sini Nordberg-Davies & Eini Haaja</i> Sustainable Market-Shaping Strategies <i>Anna Dubois, Luciana Alcantara & Kajsa Hulthén</i> Analysing firm-internal and external interaction to reduce transport emissions in supply networks <i>Anup Acharya, Akram Hatami Boroun & Pauliina Ulkuniemi</i> Sustainable Social Value Through Cross-Sector Networks	<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> How firms interact with multilevel stakeholders in Public-Private Innovation projects for commercialization	<i>Ágnes Réka Mátó, Márton Vilmányi & Margit Anita Tarjányi</i> Ghost in the (tech) shell - the power of interactive changes and digitization in networked healthcare processes <i>Christine Falkenreck, Piotr Gaczek & Grzegorz Leszczyński</i> Mastering AI-Driven Sales: Strategies for B2B and B2C Success <i>Aristotelis Alexopoulos, Giang Dao, Pavlos Vlachos, Manfred Krafft, Victoria Kramer, Holger Schiele, Agatha Leszkiewicz, Volker Koch, Marco Berger, Piotr Kwiatek & Anna Palyga</i> Design and Development of a Postgraduate Academic Curriculum: The case of the MSc in Digital B2B Sales Management
10:30 - 11:00	Break (Swedish Fika)		
11:00 - 12:30	Session 9A	Session 9B	Session 9C
	Theme: <i>To Abduct or not to Abduct</i>	Theme: <i>Network & relationship dynamics</i>	Theme: <i>Resources & value</i>
	Chair: Lars-Erik Gadde	Chair: Thomas O’Toole	Chair: Frans Prenkert
	<i>Laure Chambost Guigard & Elsa Dessaigne</i> Value Formation in B-to-B contexts: a typology of selling practices <i>Olof Wadell</i> The IMP: On Outcomes of Theorizing <i>Olof Wadell, Peter Kumlin & Chelsey Jo Huisman</i> Stop abducting	<i>Simona D’Antone, Florence Crespín-Mazet, Karine Goglio & Kathy Malas</i> Telemedicine in search of legitimacy: the legitimization of a virtual hospital solution and related dynamic capabilities <i>Michelle Clancy, Eugene Crehan & Thomas O’Toole</i> Novel interaction spaces for transitioning into a technological network	<i>Colin Kimbrell, Anna Dubois, Frida Lind & Lei Huang</i> Towards understanding a key resource in a complex emerging network setting: The case of energy storage and balancing solutions <i>Colin Kimbrell, Frida Lind & Lisa Govik</i> Sharing resources across boundaries: Cases of batteries and charging applications of a Vehicle OEM <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		