

CALL FOR PAPERS

online CBIM2022 International Conference

Center for Business & Industrial Marketing



"Reimagining innovation in B2B Marketing and Sales: turbulent ecosystems, empowered buyers and runaway inflation".

21, 22, 23 JUNE 2022 – (Online) Georgia State University (Atlanta, USA)

IMPORTANT DATES

Submission deadline:
15 April 2022

Early-bird Registration fee:
15 May 2022
Fee: 180 USD

Regular Registration fee:
1 June 2022
Fee: 230 USD
PhD students: 100 USD

Conference dates:
21, 22, 23 June 2022

For more information, please contact:
info@cbim2022.org

CO-CHAIRS

Jose L. Ruiz-Alba, Barbara Niersbach; Maria J. Quero; Pablo Lopez-Tenorio

HOSTING UNIVERSITIES

J. Mack Robinson College of Business, Georgia State University (Atlanta, USA).



COLLABORATION



WELCOME NOTE

The Center for Business and Industrial Marketing has been organizing this International Conference since 1996, the year of the Summer Olympics in Atlanta. We are happy to announce that Georgia State University will host the **online CBIM2022 International Conference** from June 21, 22, 23 June 2022. The CBIM International Conference welcomes academics, professionals, and doctoral students from around the world to a rigorous, candid, but friendly discussion of current topics in B2B marketing. We invite you to join us.

Suggested topics

Trust and power	Customer orientation
Crisis and economic cycle	Business ecosystems & networks
Talent management	Franchise
Marketing capabilities	Key account management
Communication	Supply chain management
Business ethics	Sales management
Sustainability	Relationship evolution
Marketing strategy	Buyer behaviour
Servitization	Industry 4.0
Business models	Internet of things
Absorptive capacity	Blockchain
Collaboration and co-opetition	Customer Data
Marketing Innovation	Big data
Family firms	Digitalization
Customer engagement	Augmented reality and virtual reality
New forms of communication with customers (e.g., social media)	Artificial Intelligence; disruptive technologies

Please send by 15 April 2022

Detailed abstract (maximum 4 pages double spaced).

Acceptance letters will be sent before 30 April 2022. The acceptance of the paper implies that at least one of the authors is registered in the conference and presents the paper.

Tracks: This year that Conference will have more than 10 tracks. Please check the website for detailed information about the tracks.

Publication opportunities:

A selection of authors presenting outstanding papers will be invited to submit their studies to Special Issues in several Journals (please check the Conference website).

Conference website: <http://cbim2022.org>

