

Special issue call for papers for Journal of Business & Industrial Marketing

“Business-to-business marketing: Imagining something different”



Submission window: March 1st, 2022 –April 30th, 2022

Guest Editors

Associate Professor Ilkka Ojansivu, Oulu Business School, Oulu, Finland

Associate Professor Chris Medlin, Adelaide Business School, Adelaide, Australia

Professor Sharon Purchase, University of Western Australia, Perth, Australia

Business-to-business (B2B) marketing has an undeniable role in organizations and within the marketing discipline. As almost four decades of accumulating research has passed, we are now witnessing a critical re-evaluation of many of the taken-for-granted concepts and aspects of B2B marketing. Therefore, the time has come for B2B researchers to not accept existing B2B marketing phenomena but to imagine something different either through re-evaluation of existing concepts or developing new theories.

Researchers have revised core B2B marketing phenomena such as exchange (e.g., Dalsace and Jap, 2017), actors (e.g., Guercini *et al.*, 2014; Medlin, 2012; La Rocca, 2013; La Rocca *et al.*, 2015), emergence of networks (e.g., Cheng and Holmen, 2015; Järvensivu and Möller, 2009; Johnston *et al.*, 2006; Schurr, 2007), contextuality (e.g., Elo *et al.*, 2015; Ivanova-Gongne, 2015; Ivanova-Gongne and Törnroos, 2017; Ivanova and Torkkeli, 2013; Ojansivu and Medlin, 2018) and even the concept of a business relationship (Hadjikhani and LaPlaca, 2013; La Rocca, 2013). This special issue invites work that continues to reimagine theory-driven as well as empirical research in B2B marketing.

We call for papers that dare to envision something different in terms of methods, theory and contexts. We intend to provoke passion and interest for B2B marketing researchers, and to inspire approaches that challenge established notions of what B2B marketing research should look like.

This special issue invites papers contributing to knowledge and practice related to business relationships, business networks, supply chain, distribution and retailing as well as their

organizational and institutional context. Business-to-business interactions underlying these themes encompass many of the key challenges facing companies in an increasingly competitive environment. Contributions may include, but are not limited to:

- Interactions and exchanges between businesses and business networks
- Traditional and innovative aspects of supply chain
- Distribution and retailing including ethics and corporate social responsibility issues

We welcome empirical (qualitative and quantitative) as well as conceptual research papers that contribute to a deeper and different understanding of business-to-business marketing.

How to submit your manuscript:

- ANZMAC 2021 has a B2B marketing track dedicated to author/s seeking to submit to the Special Issue of the **Journal of Business & Industrial Marketing**. Author/s submitting papers to this track must comply with the ANZMAC review process. Discussions in the ANZMAC Track will help author/s position and refine their paper ready for submission to the journal review process.
- An open call for full-length journal papers for the Special Issue will be made soon. Any author/s may submit through the **Journal of Business & Industrial Marketing** submission system and will undergo a similar review process as regularly submitted papers. Submission for the Special Issue begin March 1, 2021, with the final deadline for submission being April 30, 2022.
- Questions pertaining to the Special Issue should be sent to any of the Guest Editors.
- Papers must be formatted in accordance with the **Journal of Business & Industrial Marketing** style sheet.
- All papers will be double-blind refereed. Post-refereeing, the Guest Editors will propose a list of publishable papers for consideration by the Editors-in-Chief of the **Journal of Business & Industrial Marketing** – whose agreement will be required prior to notifying Authors of final acceptance.

References

- Cheng, C. and Holmen, E. (2015), "Relationship and networking strategy tools: characterizing the IMP toolbox", *IMP Journal*, Vol. 9 No. 2, pp. 177–207.
- Dalsace, F. and Jap, S. (2017), "The friend or foe fallacy: Why your best customers may not need your friendship", *Business Horizons*, Vol. 60 No. 4, pp. 483–493.
- Elo, M., Benjowsky, C. and Nummela, N. (2015), "Intercultural competences and interaction schemes - four forces regulating dyadic encounters in international business", *Industrial Marketing Management*, Vol. 48, pp. 38–49.
- Guercini, S., La Rocca, A., Runfola, A. and Snehota, I. (2014), "Interaction behaviors in business relationships and heuristics: Issues for management and research agenda", *Industrial Marketing Management*, Vol. 43 No. 6, pp. 929–937.
- Hadjikhani, A. and LaPlaca, P. (2013), "Development of B2B marketing theory", *Industrial Marketing Management*, Vol. 42 No. 3, pp. 294–305.
- Ivanova-Gongne, M. (2015), "Culture in business relationship interaction: An individual

- perspective”, *Journal of Business and Industrial Marketing*, Vol. 30 No. 5, pp. 608–615.
- Ivanova-Gongne, M. and Törnroos, J.Å. (2017), “Understanding cultural sensemaking of business interaction: A research model”, *Scandinavian Journal of Management*, Vol. 33 No. 2, pp. 102–112.
- Ivanova, M. and Torkkeli, L. (2013), “Managerial sensemaking of interaction within business relationships: A cultural perspective”, *European Management Journal*, Vol. 31 No. 6, pp. 717–727.
- Järvensivu, T. and Möller, K. (2009), “Metatheory of network management: A contingency perspective”, *Industrial Marketing Management*, Vol. 38 No. 6, pp. 654–661.
- Johnston, W.J., Peters, L.D. and Gassenheimer, J. (2006), “Questions about network dynamics: Characteristics, structures, and interactions”, *Journal of Business Research*, Vol. 59 No. 8, pp. 945–954.
- Medlin, C.J. (2012), “Peter Drucker’s ontology: Understanding business relationships and networks”, *Journal of Business & Industrial Marketing*, Vol. 27 No. 7, pp. 513–520.
- Ojansivu, I. and Medlin, C.J. (2018), “To whose drum are we marching? Change in business networks through a contextual logics perspective”, *Industrial Marketing Management*, Vol. 70, pp. 141–155.
- La Rocca, A. (2013), “Approaching (Inter-) Actors in the Business Landscape”, *IMP Journal*, Vol. 7 No. 3.
- La Rocca, A., Snehota, I. and Trabattoni, C. (2015), “Construction of meanings in business relationships and networks”, *IMP Journal*, Vol. 9 No. 2, pp. 163–176.
- Schurr, P.H. (2007), “Buyer-seller relationship development episodes: Theories and methods”, *Journal of Business and Industrial Marketing*, Vol. 22 No. 3, pp. 161–170.