

# REIMAGINING B2B: DIGITAL, SUSTAINABLE, HUMAN.

*Innovation and impact in industrial marketing.*



More information

2026 CBIM International Conference  
Vigo, June 17-19



# We are happy to invite you to participate in the 2026 CBIM International Conference

International Conference on B2B Marketing and Sales  
June 17-19, 2026.  
Universidade de Vigo

## Call for papers

### Themes:

Business-to-business marketing continues to grow as an evolving discipline, exploring how firms build relationships, innovate, and compete in an increasingly digital and interconnected world. This conference welcomes contributions on topics such as:

- Digital transformation, AI, data and analytics
- Servitization and solution-oriented models
- Customer experience and branding
- Sales and account management
- Globalization and interorganizational networks
- Innovation management and new product development
- Supply chain strategy and collaboration

We invite you to submit conceptual, methodological, or empirical papers addressing these and other emerging issues in the B2B domain. The program will also include one or more general tracks to accommodate additional topics within business-to-business marketing.

## Submission

Please submit a detailed abstract (up to 4 pages, double-spaced) no later than April 6, 2026 via the conference website. Notification of acceptance will be sent to authors by April 15, 2026. Acceptance of a paper requires that at least one of the authors registers for the conference and presents the work. Each author may submit a maximum of three abstracts.

## Conference Proceedings

All abstracts accepted and presented during the conference will be eligible for publication, with the authors' approval, in the electronic conference proceedings, issued without copyright.

## Journals

Authors of outstanding papers will be invited to submit an extended version for consideration in the Journal of Business & Industrial Marketing.





## How to get to Vigo

Vigo has its own airport, located about 10 kilometers from the city center. Taxis and local buses connect the airport to downtown Vigo.

It is also possible to arrive at Santiago de Compostela Airport or Porto Airport and continue to Vigo by train or bus (approx. 1.5 hours). Another option is to fly into Madrid Airport and then take a train to Vigo (approx. 4 hours).

## Conference Venue

Edifício Redeiras,  
Universidade de Vigo.



## Important dates

<b>Submission Deadline</b>	6 Apr, 2026
<b>Early Bird Registration</b>	30 Apr, 2026
<b>Final Registration</b>	15 Jun, 2026

## Registration and payment

<b>Early Registration</b>	Before April 30
<b>Latest Registration</b>	15 June

## Conference fee

<b>Early Bird (before 30 Apr)</b>	400€
<b>Final Registration (30 Apr–15 Jun)</b>	450€
<b>PhD Student</b>	300€

## Co-Chairs

Pablo Cabanelas  
Ana I. Dopico  
M. Pilar Muñoz

## Organizers

Department of Business  
Organization and  
Marketing  
Universidade de Vigo

Department of Marketing  
University of Graz

Department of Business  
Administration  
Morehouse College

**Visit our website for  
updates:**

[www.cbim2026.com](http://www.cbim2026.com)

