

CBIM International Conference 2026

**REIMAGINING B2B:
DIGITAL, SUSTAINABLE, HUMAN.**

Universidade de Vigo, 17-19 June 2026

Conference Program

Wednesday 17 June

14:30 – 15:00	Registration	Redeiras Building (Ground floor)
15:00 – 15:15	Welcome Session and Institutional Opening	Room 1 – 2nd floor
15:15 – 16:15	Keynote Speaker and Discussion – Michel van der Borgh: Who Owns Customer Intelligence in B2B? Human Judgment, AI Agents, and the Future of Sales-Innovation Interfaces	Room 1 – 2nd floor
16:15 – 16:45	Coffee Break	Exhibition Hall – 3rd floor

16:45 – 18:15 · Parallel Sessions · Room 1 & Room 2 (2nd floor)

Session 1A · Artificial Intelligence in B2B (room 1)	Session 1B · Networks, Innovation and Energy (room 2)
Artificial Intelligence in Sales Teams: Reframing Agency, Information, and Behavior <i>Jon Charterina, Maite Ruiz, Julián Pando</i> Is More Always Better? Introducing the Concept of AI Intensity <i>Kiram Iqbal, Marcel Keen, Jan Wieseke</i> Relationship Intelligence in Key Account Management: The Role of AI Account Agents for Digital, Sustainable, Human B2B Growth <i>Hugh Pattinson, Suresh Sood</i> Trustworthy AI meets B2B value: A systematic literature review <i>Aitor Couce Vieira, Martín Sánchez Rubio, Pilar Muñoz Dueñas, Candela González Calvar</i>	Phase-Contingent Knowledge Seeking in B2B Innovation Networks: How Self-Assessed Innovation Stages Shape Information Needs at Industry Networking Events <i>Stefan Wengler, Joachim Riedl</i> What Do Empirical Studies Show About Behavioural Uncertainty in Smart Grids? - A Short Literature Review <i>Noémi Piricz</i> Sunrise or Sunset for Solar Energy? An Actor System Perspective <i>Victoria Kihlström</i> Human Capital and Business Ecosystem Sophistication: Implications for B2B Competitiveness in the Digital Economy <i>Antonio Monteagudo Cabaleiro, Carlos María Fernández Jardón Fernández</i>

18:15 – 19:00	JBIM Session – Co-editors in Chief: Michael Ehret & Roberto Mora	Room 1 – 2nd floor
19:30	Welcome Cocktail	Hotel Maroa

Thursday 18 June

08:30 – 09:00	Registration and Welcome Coffee	Exhibition Hall – 3rd floor
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09:00 – 10:30 · Parallel Sessions · Room 1 & Room 2 (2nd floor)

Session 2A · Sales Behaviour and Performance (room 1)	Session 2B · Sustainability, Society and Diversity (room 2)
From Mindfulness in Communication to Sales Performance: The Role of Authenticity and Value Co-Creation in Technologically Turbulent Environments <i>Bahar Ashnai, Ashley Lee, Zsófia Tóth</i> From the Frontline to the Inside: Salespeople as Insider Social Change Agents Driving Innovation and Sustainability in B2B Contexts <i>Ashley Lee, Ana Cristina O. Siqueira, Bahar Ashnai</i> An Empirical Investigation of the Relations between Salesperson Empathy and Salesperson Ethics <i>Carolyn Curasi</i> Impression Management Tactics in Sales: The Moderating Role of Supervisor Age on the Performance Effects of Self-Promotion and Supplication in Sales <i>Rodrigo Guesalaga, Belén Bande Vilela, Pilar Fernández Ferrín</i>	Social Enterprises in Circular Business Ecosystems: A Systematic Literature Review <i>Violeta Bouzada Novoa, Marta Rey García</i> The Meaning of Success: African American Women in B2B Sales <i>Maria Gabriela Piscopo, Monica D. Guillory</i> Microaggressions and Coping Strategies of Black Women in B2B Marketing and Sales <i>Benoit Bourguignon, Astrid Tirel</i> Holistic Management as a Sustainability Tool in Companies: An Application to the Food Industry <i>Martín Sánchez Rubio, Pablo Cabanelas</i>

10:30 – 11:00	Coffee Break	Exhibition Hall – 3rd floor
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11:00 – 12:30 · Parallel Sessions · Room 1 & Room 2 (2nd floor)

Session 3A · B2B Relationships and Customer Management (room 1)	Session 3B · Ecosystems and Strategy (room 2)
Balancing Continuity and Risk in B2B Relationships <i>Carmen Otero Neira, Jyh-Liang Guan, Göran Svensson</i> B2B Customer Journeys: Something Borrowed, Something New? <i>Poul Houman Andersen, Susanne Åberg</i> Reconnecting Theory and Practice in B2B Marketing: Integrating Practitioner Evaluation into Customer Reacquisition Strategy Development <i>Rocío Rodríguez Herrera, Göran Svensson, Ismael Delgado</i> The Processes of Implementing Purchasing Category Management Team Initiatives <i>Susanne Åberg, Poul Houman Andersen</i>	Are Recognized Mexican Best Managed Companies More Sustainable than Not Recognized Ones under the Conscious Capitalism Lens? <i>Juan Sosa Godina, David Pérez Castillo, Mario Alain González Hernández</i> From Solitary Decision-Making to Collective Intelligence: Structured Co-creation to Strengthen Innovative Resilience in Single-person B2B Entrepreneurs <i>Eugenio Galindo Villa Otero, Tania Elena González Alvarado, María del Pilar Muñoz Dueñas</i> Performance in B2B Marketing Ecosystems: A Configurational Perspective on Service Provider Integration and Sustainability <i>Jose L. Ruiz Alba, Guillermo Bermúdez González, María J. Quero, Pablo J. López Tenorio, Berta Marques</i> Who Is to Blame? The Effect of Customer Education on the Locus of Responsibility in B2B Service Failure <i>Dorian-Laurențiu Florea, Daniela Micu, Deva Rangarajan</i>

12:30	Walk to the Pier	Outside Redeiras Building
13:15 – 15:00	Boat Trip along the Vigo Estuary and Lunch	Room 1 – 2nd floor
16:00 – 17:30	Practitioner Event: Vigo Marine Ecosystem. Round Table and Discussion. - Kaleido - Karolina Iwanowicz, <i>Head of Innovation and Responsible for the Fishing Tech program</i> - Marine Instruments - Jorge Pérez-Bouzada, <i>Sustainable Fishing Technologies Director</i> - Nueva Pescanova Group – Nuno Cosme, <i>Chief sustainability and CSR Officer</i>	
17:30 – 18:00	Coffee Break	
20:00	Gala Dinner	Palacio de la Oliva

Friday 19 June

08:30 – 09:00	Registration and Welcome Coffee	Exhibition Hall – 3rd floor
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09:00 – 10:30 · Parallel Sessions · Room 1 & Room 2 (2nd floor)

Session 4A · Digital Transformation (room 1)	Session 4B · AI and Data-Driven Business (room 2)
Drivers of Chatbot Acceptance in Industrial B2B Markets: Evidence from the Electrical Equipment Industry <i>Vicente Giner Crespo, Alberto Azuara Grande, José Ramón Sarmiento Guede</i> B2C versus B2B Digital Platform Business Models: The Role of Organizational Buying Behaviour <i>Klaus Rüdiger, Arne Westermann</i> Digitalization's Impact on B2B Interactions' Dynamics in the Manufacturer's Ecosystem: A Case Study in the Sustainable Professional Cleaning Industry <i>Geneviève Winninger Lemarquis</i> Digital Visibility and Buyer Trust in Cross-Border B2B Food Markets <i>Shiyu Tian</i>	Artificial Intelligence in Professional Sales: Bridging Adoption, Capabilities and Managerial Practice <i>Rocío Rodríguez Herrera, Göran Svensson</i> Managerial Motivations for AI Adoption in Hotels: A Configurational Typology <i>Luis Pestana Mourão, Fidel Martínez Roget</i> Data-Driven Customer Agility in Sustainable B2B Ecosystems: The Role of Customer Sensing and Interorganizational Collaboration <i>María de los Ángeles Pariente Ojea</i> Technological Innovation for the Evaluation of Efficiency and Productivity in the Colombian Processed Food Agroindustry: Integration of DEA-Bootstrapping and Artificial Intelligence Algorithms <i>Zuray Andrea Melgarejo, Heller Guillermo Sánchez Acevedo</i>

10:30 – 11:00	Coffee Break	Exhibition Hall – 3rd floor
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11:00 – 12:30 · Sessions · Room 1 (2nd floor)

Session 5 · Relationships, Value and Governance

Mapping Research Perspectives on B2B Relationships across the Supply Chain <i>Carlos Ferro Soto, Göran Svensson, Jyh-Liang Guan</i> A Social Exchange Theory Framework for Value-Based Selling in B2B Markets <i>Rodrigo Guesalaga, Nektarios Tzempelikos</i> Turning Service Paradox into Service-Sales Ambidexterity: Exploring the Optimal Strategies of Service and Sales Integration <i>I Gde Yudhi Hendrawan, Amir Homayounfard, Samuel Johnson Ogundipe</i> The Constitution of Governance Value: A Polycentric Governance Taxonomy of UK Lifescience Incubators <i>Michael Ehret, Daniel McDonald Junor</i>

12:30 – 14:30	Closure & Farewell Lunch	Exhibition Hall – 3rd floor
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