Universidade Vigo

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.

Universidade Vigo

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

Edificio Redeiras,
Universidade de Vigo.

Important dates

Submission Deadline	6 Apr, 2026
Early Bird Registration	30 Apr, 2026
Final Registration	15 Jun, 2026

Registration and payment

Early Registration	Before April 30
Latest Registration	15 June

Conference fee

Early Bird (before 30 Apr)	400€
Final Registration (30 Apr–15 Jun)	450€
PhD Student	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