

CBIM International Conference 2026

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

Universidade de Vigo, 17-19 June 2026

Conference Program

Universidade de Vigo



ECOBAS
Economics and Business Administration for Society

XUNTA DE GALICIA

CONCELLO DE VIGO

VIGO CONVENTION BUREAU

MOREHOUSE COLLEGE



Wednesday 17 June

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| 14:30 – 15:00 | Registration | Redeiras Building (Ground floor) |
| 15:00 – 15:15 | Welcome Session | Room 1 – 2nd floor |
| 15:15 – 16:15 | Keynote Speaker and Discussion – Michel van der Borgh | Room 1 – 2nd floor |
| 16:15 – 16:45 | Coffee Break - Networking | 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 · Digital Markets, Networks and Innovation (room 2) |
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| <p>Artificial Intelligence in Sales Teams: Reframing Agency, Information, and Behavior <i>Jon Charterina, Maite Ruiz, Julián Pando</i></p> <p>Is More Always Better? Introducing the Concept of AI Intensity <i>Kiram Iqbal, Marcel Keen, Jan Wieseke</i></p> <p>Relationship Intelligence in Key Account Management: The Role of AI Account Agents for Digital, Sustainable, Human B2B Growth <i>Hugh Pattinson, Suresh Sood</i></p> <p>Trustworthy AI meets B2B value: A systematic literature review <i>Aitor Couce Vieira, Martín Sánchez Rubio, Pilar Muñoz Dueñas, Candela González Calvar</i></p> | <p>Middle Corridor and Global Supply Chain Integration: Evidence from Turkey <i>Bilge Çagatay</i></p> <p>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></p> <p>Using Web Analytics to Enhance B2B Website Performance: Insights from Clickstream Data with a Focus on the Conversion Process <i>Dale Wilson</i></p> <p>What Do Empirical Studies Show About Behavioural Uncertainty in Smart Grids? - A Short Literature Review <i>Noémi Piricz</i></p> |

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

Thursday 18 June

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| 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) |
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| <p>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></p> <p>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></p> <p>An Empirical Investigation of the Relations between Salesperson Empathy and Salesperson Ethics <i>Carolyn Curasi</i></p> <p>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></p> | <p>Social Enterprises in Circular Business Ecosystems: A Systematic Literature Review <i>Violeta Bouzada Novoa, Marta Rey García</i></p> <p>The Meaning of Success: African American Women in B2B Sales <i>María Gabriela Piscopo, Monica D. Guillory</i></p> <p>Technology, Legitimation and Market Shaping under Net Zero 2050: A Configurational Analysis of Spanish Energy Incumbents <i>Juan Manuel Merino Bellido, María José Quero Gervilla</i></p> <p>Holistic Management as a Sustainability Tool in Companies: An Application to the Food Industry <i>Martín Sánchez Rubio, Pablo Cabanelas</i></p> |

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| 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, Innovation and Strategy (room 2) |
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| <p>Balancing Continuity and Risk in B2B Relationships <i>Carmen Otero Neira, Jyh-Liang Guan, Göran Svensson</i></p> <p>B2B Customer Journeys: Something Borrowed, Something New? <i>Poul Houman Andersen, Susanne Åberg</i></p> <p>Reconnecting Theory and Practice in B2B Marketing: Integrating Practitioner Evaluation into Customer Reacquisition Strategy Development <i>Rocío Rodríguez Herrera, Göran Svensson, Ismael Delgado</i></p> <p>The Processes of Implementing Purchasing Category Management Team Initiatives <i>Susanne Åberg, Poul Houman Andersen</i></p> | <p>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></p> <p>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></p> <p>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></p> <p>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></p> |

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| 12:30 | Walk to the Pier | Outside Redeiras Building |
| 13:00 – 15:00 | Boat Trip along the Vigo Estuary and Lunch | |
| 16:00 – 17:30 | Practitioner Event: Vigo Marine Ecosystem. Round Table and Discussion. | Exhibition Hall – 3rd floor |
| 17:30 – 18:00 | Coffee Break - Networking | Exhibition Hall – 3rd floor |
| 20:00 | Gala Dinner | Palacio de la Oliva |

Friday 19 June

08:30 – 09:00

Registration and Welcome Coffee

Exhibition Hall – 3rd floor

09:00 – 10:30 · Parallel Sessions · Room 1 & Room 2 (2nd floor)

Session 4A · Digital Transformation and B2B Markets (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

Vicente Giner Crespo, Alberto Azuara Grande, José Ramón Sarmiento Guede

B2C versus B2B Digital Platform Business Models: The Role of Organizational Buying Behaviour

Klaus Rüdiger, Arne Westermann

Digitalization's Impact on B2B Interactions' Dynamics in the Manufacturer's Ecosystem: A Case Study in the Sustainable Professional Cleaning Industry

Geneviève Winninger Lemarquís

Digital Visibility and Buyer Trust in Cross-Border B2B Food Markets

Shiyu Tian

Artificial Intelligence in Professional Sales: Bridging Adoption, Capabilities and Managerial Practice

Rocío Rodríguez Herrera, Göran Svensson

Managerial Motivations for AI Adoption in Hotels: A Configurational Typology

Luis Pestana Mourão, Fidel Martínez Roget

Data-Driven Customer Agility in Sustainable B2B Ecosystems: The Role of Customer Sensing and Interorganizational Collaboration

María de los Ángeles Pariente Ojea

Technological Innovation for the Evaluation of Efficiency and Productivity in the Colombian Processed Food Agroindustry: Integration of DEA-Bootstrapping and Artificial Intelligence Algorithms

Zuray Andrea Melgarejo, Heller Guillermo Sánchez Acevedo

10:30 – 11:00

Coffee Break - Networking

Exhibition Hall – 3rd floor

11:00 – 12:30 · Parallel Sessions · Room 1 & Room 2 (2nd floor)

Session 5A · B2B Relationships, Service and Value (room 1)

Session 5B · Governance, Society and Sustainability (room 2)

Mapping Research Perspectives on B2B Relationships across the Supply Chain

Carlos Ferro Soto, Göran Svensson, Jyh-Liang Guan

A Social Exchange Theory Framework for Value-Based Selling in B2B Markets

Rodrigo Guesalaga, Nektarios Tzempelikos

Turning Service Paradox into Service-Sales Ambidexterity: Exploring the Optimal Strategies of Service and Sales Integration

I Gde Yudhi Hendrawan, Amir Homayounfard, Samuel Johnson Ogundipe

Human Capital and Business Ecosystem Sophistication: Implications for B2B Competitiveness in the Digital Economy

Antonio Monteagudo Cabaleiro, Carlos María Fernández Jardón Fernández

The Constitution of Governance Value: A Polycentric Governance Taxonomy of UK Lifescience Incubators

Michael Ehret, Daniel McDonald Junor

Microaggressions and Coping Strategies of Black Women in B2B Marketing and Sales

Benoit Bourguignon, Astrid Tirel

If Not Differentiation, then Why Sustainability? The Role of Market-Based Strategy in Driving Social Commitment

Mahabubur Rahman

Sunrise or Sunset for Solar Energy? An Actor System Perspective

Victoria Kihlström

12:30 – 14:30

Farewell Lunch

Exhibition Hall – 3rd floor