

IMP 2010 DOCTORAL CONSORTIUM

Corvinus University of Budapest, 31st August and 1st September 2010

Tuesday 31st August

10.00 – 11.00 Registration and Coffee

| Tuesday, August 31 | 9.00-11.00 | 11.00-12.30 | 14.00-16.00 |
|--------------------|------------|--|---|
| Room V | | <p>Plenary session <i>Welcome</i> <i>Hakan Hakansson: Introduction to IMP</i> <i>Judy Zolkiewski: The Doctoral Consortium</i> <i>Tibor Palánkai: Hungary's European Integration Profile</i> <i>Technical information: IMP 2010 Organizing Team</i></p> | |
| Room C102 | | | <p>Session 1 Chair: <i>Debbie Harrison and Alexandra Waluszewski</i></p> <p>Students presentation and feedback</p> <ul style="list-style-type: none"> • Anthony Francescucci: The role of inter-firm market orientation on the market orientation - performance relationship • Marlene Johansson: Innovation processes in complex network relations |
| Room C103 | | | <p>Session 2 Chair: <i>Wes Johnston and Judy Zolkiewski</i></p> <p>Students presentation and feedback</p> <ul style="list-style-type: none"> • Marina Weck: Finnish-Russian construction business relationships: trust development and risk mitigation • Irina Moreva: Co-Branding as a Part Of B2B Relationships System |

| Tuesday, August 31 | 9.00-11.00 | 11.00-12.30 | 14.00-16.00 |
|-----------------------|------------|-------------|--|
| Room C104 | | | Session 3 Chair: <i>Rob Spencer and Catherine Sutton Brady</i> Students Presentations and feedback <ul style="list-style-type: none"> • Noemi Piricz: The Role of Trust in Hungarian Supply Chains • Tommi Mahlamaki: The Influence of Personality on the Job Performance of Key Account Managers |
| Room C202 | | | Session 4 Chair: <i>Håkan Håkansson and Tibor Mandjak</i> Students Presentations and feedback <ul style="list-style-type: none"> • Lukasz Malys: The mechanism of building business network relations in the internationalisation process • Toni Mikkola: Regional Science-based Clusters - Understanding the Interaction Patterns Behind the Emergence |

12.30-14.00

Lunch

17.00 -19.00

Guided Sightseeing Tour followed by dinner

20.00

Dinner

| Wednesday, September 1 | 9.00-11.00 | 11.30-12.30 | 14.00-17.00 |
|---------------------------|---|--|---|
| Room V | | <i>Peter W. Turnbull: Managing your supervisor</i> | <i>Peter LaPlaca "How to write a world-class paper"</i> |
| Room C102 | Session 1 Chair: <i>Debbie Harrison and Alexandra Waluszewski</i> Students presentation and feedback <ul style="list-style-type: none"> • Kari Einarsen: Corporate social responsibility in oil industry • Jan Ostendorf: Managing Business Relationships: The Role of Retail Brands | | |
| Room C103 | Session 2 Chair: <i>Wes Johnston and Judy Zolkiewski</i> Students presentation and feedback <ul style="list-style-type: none"> • Maria Ivanova: The Role of Individuals in Business Network Relationships Development: Case Study on Finnish-Russian Business Networks in Electrical Engineering Industry • Mohammadreza Kalantari: Business Model as an Institution | | |
| Room C104 | Session 3 Chair: <i>Rob Spencer and Catherine Sutton Brady</i> Students Presentations and feedback <ul style="list-style-type: none"> • Irene Kujala: Internationalization of SMEs from Western African Economies: The Influence of Network • Maria Magyar: The Role of Network Marketing in Non-&Forprofit Sectors | | |
| Room C202 | Session 4 Chair: <i>Håkan Håkansson and Tibor Mandjak</i> Students Presentations and feedback <ul style="list-style-type: none"> • Maria de Lurdes Sarmiento: The role of trade fair interactions in B2B relationship quality | | |

11.00-11.30

Coffee break

12.30-14.00

Lunch

18.00 -19.30

Welcome get together party of the 26th IMP Conference - Budapest