

# Appendix A

SYMPOSIUM UPPSALA MAY 31st–JUNE 2nd 2016

## IMP – MAKING SENSE OF THE INTERACTIVE BUSINESS WORLD

*Financial support by*

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*BI Norwegian Business School*

*Chalmers University of Technology*

*Norwegian University of Science and Technology*

*Uppsala University*

## Program

**Tuesday May 31st**

***Registration/Coffee 13–14 at Uppsala Concert and Congress, UKK***

14.00–15.00 ***IMP during 40 years***

Presentations by

*Lars-Gunnar Mattsson*, prof em. Stockholm School of  
Economics

*Sharon Rider*, prof Uppsala University

*Inge Jan Henjesand*, President, BI, Norwegian Business  
School

15.30–17.30 Presentation of articles related to ***Managing in an interactive business world*** – in three groups

**Group 1**

**Chair: Åse Linné**

- Araujo, L., Dubois, A., Gadde, L.-E., Purchasing and supply management and the role of supplier interfaces  
Flygansvær, B., Gadde, L.-E., Jahre, M., Supply chain management  
Gadde, L.-E., The rise and fall of channel management  
Lind, J., The role of accounting for managing organizations in an interactive business world  
Waluszewski, A., What's 'knowledge management' when resources are unknowable and deals negotiated?

**Group 2**

**Chair: Annalisa Tunisini**

- Cheng, C., Havenvid, M., Placing an interactive lens on strategy tools – What can we learn?  
Ford, D., Håkansson, H., The managerial challenge of business interaction: Behind the market façade  
Havenvid, M., Håkansson, H., Linne, Å., Managing renewal in a complex business network  
Munksgaard, K., Ford, D., The interactive business actor  
Szalkai, Z., Magyar, M., Strategy, strategizing and business models from the perspective of contract manufacturers

**Group 3**

**Chair: Thomas Hoholm**

- Aaboen, L., Aarika-Stenroos, L., Start-ups initiating business relationships  
Graham, G., Hennely, P., Öberg, C., Managing in smart cities – A network approach  
Højbjerg Clarke, A., Freytag, P.V., Zolkiewski, J., Customer portfolios – Challenges of internal and external alignment  
La Rocca, A., Snehota, I., Corporate Associations in B2B: Coping with multiple relationship-specific identities  
Oukes, T., von Raesfeld, A., A start-up in interaction with its partners

19.00

*Dinner at Radisson Blu*

**Wednesday June 1st**

09.00–10.00 **The Management Issue** – presentation of four themes

*Chair: Ivan Snehota*

*Creating value through interaction* (Ford & Mattsson)

*Value measuring and value appropriation* (Baraldi & Lind)

*Purchasing and supply chain* (Gadde & Wynstra)

*Development of new businesses* (Havenvid & La Rocca)

10–10.30 *Coffee*

10.30–12.30 Presentation of articles related to *Policy making in an interactive business world* – in three groups

**Group 1**

**Chair: David Ford**

Abrahamsen, M., Håkansson, H., Market policy and destructive network effects

Axelsson, B., Håkansson, H., The role of owners in industrial networks – The case of a steel producer

Mandjak, T., Simon, J., An old picture...or is it? Relations between business and political networks in Hungary

Rubach, S., Håkansson, H., Hoholm, T., Innovation networks or innovation in networks

Torvatn, T., Public Procurement reform in the EU: Start of a new era? A critical look at the potential for more relation based procurement

**Group 2**

**Chair: Judy Zolkiewski**

Eklinder-Frick, J., Clustering or interacting for knowledge? – Towards an interaction approach for regional growth policy

Guercini, S., Tunisini, A., Formalizing in business networks as a tool for industrial policy

Milanesi, M., Guercini, S., Waluszewski, A., A black swan in the district

- Shih, T., Linne, Å., State actors' mobilisation of resources for innovation:  
A case study of a Chinese vaccine
- Waluszewski, A., Baraldi, E., Perna, A., Policy, innovation and the tricky  
question of deals and legal borders

### **Group 3**

#### **Chair: Malena I Havenvid**

- Gadde, L.-E., Lind, F., Interactive resource development. Implications for  
innovation policy
- Gadde, L.-E., Hulthén, K., Wroe Alderson, IMP and some reflections on  
the evolution of theory
- Mattsson, L.-G., Bridging gaps between policies for sustainable markets  
and market practices
- Munksgaard, K., Rostgaard Evald, M., Højbjerg Clark, A., Damgaard, T.,  
What's in it for me? Firms strategizing for public-private innovation
- Ratajczak-Mrozek, M., Herbec, M., To be independent or balance interde-  
pendence? Policy implications for micro and small enterprises

12.30–13.45 **Lunch**

13.45–15.00 **The Policy Issue** – overview of five themes

*Chair: Alexandra Waluszewski*

***Innovation policy in an interactive world – the critical role  
of the context*** (Araujo & Hoholm)

***Regional Policies – Third Italy*** (Guercini & Tunisini)

***Regional/geographical ingredients in the interactive world  
(the importance of room/place)*** (Eklinder-Frick & Linne)

***The problematic role of ownership as means of economic  
policy*** (Waluszewski & Mandjak)

***Public purchasing and innovation policy in an interactive  
world*** (Axelsson & Torvatn)

15.00–15.30 **Coffee**

15.30–17.00 **Panel discussion of management and policy in an interactive  
world**

18.30 **Gala dinner at UKK: Celebrating 40 years of collaboration**

**Thursday June 2nd**

09.00–11.00 Presentation of articles related to *Theories and methods for an interactive business world* – in three groups

**Group 1**

**Chair: Lars-Erik Gadde**

Abrahamsen, M., Researching business interaction

Houman Andersen, P., De Boer, L., Learning from intelligent conversation: how can insights from system theory contribute to advance IMP Research

Huemer, L., Strategizing in multifaceted network boundaries: The scope for action in horizons verizons

McGrath & Sutton-Brady, Action research and the IMP tradition

**Group 2**

**Chair: Antonella La Rocca**

Guercini, S., Martinelli, Tunisini, A., Customer-driven supply chains under IMP lens: a systematic literature review and conceptual framework

Mandjak, T., Szalkai, Z., See, do not just look...Some thoughts on the connection

Öberg, C., What can open innovation learn from IMP?

Prekert, F., Understanding business networks from a mixed network and systems ontology position: A review of the research field and discussion on ontology and methodology

**Group 3**

**Chair: Debbie Harrison**

Eklund, M., Waluszewski, A., Two rebels but only one embraced by policy

Havenvid, M., Håkansson, H., Linne, Å., Economic deals in the construction industry – Implications for socio-material interaction and monetary processes

Håkansson, H., Waluszewski, A., ‘Methodomania’? On the methodological and theoretical challenges of (IMP) business research

Havenvid, M., Holmen, E., Linne, Å., Pedersen, A.-C., How construction firms manage long-term relationships

Olsen, P.-I., Håkansson, H., The roles of deals and business networks in innovation process

11.00–11.15 *Coffee*

11.15–12.30 Presentation of themes related to *Theories and methods for an interactive business world*

*Chair: Håkan Håkansson*

*Phenomenon driven research* (Waluszewski, Håkansson & Snehota)

*Boundaries of actors and of networks – theoretical and methodological consequences* (Olsen, Munksgaard & Prenkert)

*Interdependencies – theoretical and methodological consequences* (Gadde, Freytag & Harrison)

*Empirical based research* (Abrahamsen, Havenvid & La Rocca)

12.30–13.30 *Lunch*

13.30–15 *IMP – platforms for further research?* Final panel discussion

### *Organising Team*

Prof Håkan Håkansson, BI Norwegian Business School

Prof Ivan Snehota, USI Università della Svizzera italiana

Prof Alexandra Waluszewski, Uppsala University

### *Advisory Board*

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