

Appendix A

SYMPOSIUM UPPSALA MAY 31st–JUNE 2nd 2016

IMP – MAKING SENSE OF THE INTERACTIVE BUSINESS WORLD

Financial support by

The Jan Wallander and Tom Hedelius Foundation

The Tore Browaldh Foundation

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?

Prenekert, 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

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