**IMM Asia and Oceania Summit 2024**

**Nov 30, 2024 to Dec 1, 2024**

University of Tasmania, Hobart, Australia

*Industrial Marketing Management*, ANZMAC B2B SIG, CSI Flinders University and the UWA Marketing Department are pleased to announce the 1st IMM Asia and Oceania Summit to be held from Nov 30, 2024 to Dec 1, 2024 at the University of Tasmania, Hobart, Australia. The Summit precedes the ANZMAC 2024 conference.

The IMM Summit Oceania & Asia aims to bring together academics with research interest in B2B marketing to create and strengthen collaborative research networks. The IMM Summit will follow a colloquium format that provides an opportunity to discuss work in progress (WIP) projects. Researchers submit their latest findings for industrial marketing research improvements, keeping the B2B community informed with up-to-date thinking for better marketing and management decisions. This event focuses on recent theoretical and methodological developments within B2B marketing, where participants share their research findings to jointly shape the future of B2B research. The focus on sharing cutting edge B2B research in an intimate and specialised setting always makes IMM Summits intellectually stimulating, with new research ideas developing at the Summit.

*Industrial Marketing Management* is the premier international B2B academic journal, that provides marketing scholars and practitioners an outlet for theoretical, empirical, and managerial B2B research. Working from the tradition of European and American IMM summits and linking with the ANZMAC B2B SIG, this event will further B2B conversations, research insights and growth in B2B research. This Summit aligns with the ANZMAC 2024 conference held in Tasmania, from December 2-4.

ANZMAC B2B SIG is the Business-to-Business Special Interest Group of ANZMAC. The SIG was founded in 2018 and has over 100 members from over 15 countries in Oceania, Asia, Europe, and North America. The B2B SIG has organised various community building efforts, including research workshops at ANZMAC. The ANZMAC B2B SIG in collaboration with the EMAC B2B SIG also organizes the B2B Online Research Seminars.

The summit will also have a special session on academic-practitioner collaborations, aligned with the corresponding section of the Industrial Marketing Management. Led by the Centre for Social Impact at Flinders University, the session will present case studies where academics have worked very closely with industry, government and community stakeholders towards achieving positive social impact that brought tangible benefits to individuals, industry, sectors or society overall. The session invites case studies to be co-authored and co-presented with practitioners (could be hybrid presentations, with at least one author presenting in person). Papers from this session could be considered for the academic-practitioner section of IMM.

Paper submission will be 1 August and follows the ANZMAC 2024 Conference guidelines (<https://www.anzmac2024.com/> ). Please submit papers to Sharon Purchase at [Sharon.purchase@uwa.edu.au](mailto:Sharon.purchase@uwa.edu.au) by August 1. Papers will be considered by the academic leads and authors will be notified by mid-September.

**Important Dates:**

Submission Deadline: 1 August, 2024

Deadline for Early bird Registration: 30 September

Cost: To be Advised

**Draft Program – Nov 30, 2024 – Dec 1, 2024**

1 pm, Saturday, Nov 30: IMM Summit opening

Online Keynote: IMM editors – Future Directions for IMM and B2B research

Afternoon tea

Breakout sessions of WIP colloquium groups.

Nov 30 night – informal gathering at own expense

9 am, Sunday, Dec 1:

Special Session: Academic-Practitioner Collaborations

Morning tea:

Breakout sessions WIP colloquium groups

Lunch

Sunday 1 Dec afternoon:

Breakout session WIP colloquium groups aligning with upcoming IMM special issues, important IMM research themes and/or thematic alignment of submitted articles.

Afternoon break

Wrap-up session – work together to begin possible collaborative projects between participants.

We close the summit on Sunday evening, with dinner on your own.

Program finalised once WIP abstracts submitted and accepted.

**Academic Leads**

Sharon Purchase, Professor of Marketing, University of Western Australia

Sudha Mani, Associate Professor of Marketing, Monash University and Co-leader ANZMAC B2B SIG

Daniel Schepis, Senior Lecturer of Marketing, University of Western Australia

Svetlana Bogomolova, Matthew Finders Professor, Flinders University

Erik Mooi, Professor of Marketing, University of Melbourne

Chris Medlin, Emeritus Professor of Marketing, Adelaide University

Adam Lindgreen, Professor of Marketing, Co-Editor-in-Chief, IMM

Anthony Di Benndetto, Professor of Marketing, Co-Editor-in-Chief, IMM