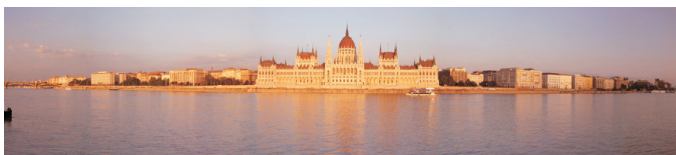


## The conference organising committee

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## Budapest



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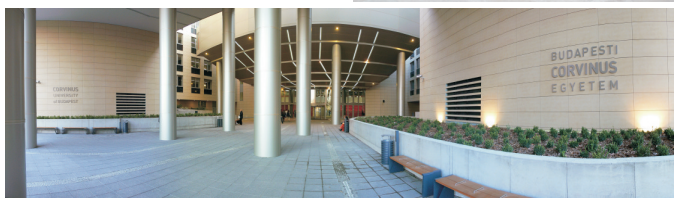
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## Corvinus University of Budapest - Venue



Faculty of Business Administration



## The 26<sup>th</sup> IMP Conference



### Business Networks -

### Globality, Regionality, Locality

### Theoretical and Managerial Perspectives

[www.imp2010.org](http://www.imp2010.org)

Corvinus University of Budapest - Hungary  
2 – 4 September 2010

## Aims and Scope

The IMP Conference has been providing an opportunity to engage in the friendly exchange of professional ideas and experiences for the past 25 years. Hungary played an active role in the political-economic changes that took place in Central Europe 20 years ago and has been a member of the European Union since 2004. We are pleased to welcome participants to Budapest for the first IMP Conference held in Central Europe!

The IMP's approach offers a suitable response to the growing challenges in the field of economic sciences stemming from the globalization and increasing complexity of business life. Just as the global commercial problems are often solved at the regional or local level, theoretical or methodological solutions to various difficulties are based on approaches valid for certain geographical areas. The complexity of problems emerging in day-to-day business life obviously requires the application of ideas from multiple scholarly disciplines. The IMP approach strives to integrate business marketing, purchasing, logistics, strategic management and the micro- and macro-based research results of technical-economic fields.

The annual IMP Conference represents the largest international gathering of researchers and instructors in the field of business marketing, drawing participants from Europe, the Americas, Asia, Australia and New Zealand. The conference sections will deal with both traditional IMP research themes as well as topics of strong current interest such as sustainable development, environmental impact and the impact of developments in information technology on business activity.

## Doctoral consortium (31 August - 1 September 2010)

As in past years, leading IMP researchers will hold a doctoral consortium at which they will provide young prospective researchers with personalized guidance regarding their research problems and possibilities. The doctoral consortium presents Ph.D. students with an excellent opportunity to get international feedback and academic advices with regard to their work, while offering young researchers insights into the international publication process. The guest speakers appearing at the doctoral consortium will deal with both general and Central European issues.

The traditionally informal and relaxed atmosphere of the IMP Conference encourages researchers from various phases in their professional careers to take part in both the conference and the doctoral consortium as well as to engage in an active and straightforward exchange of ideas with other participants. Criticism of presentations at the conference is a source of serious scholarly inspiration for all those involved.

## Submitting papers

Papers will be selected on the basis of quality, originality and relevance to the development of ideas within the IMP framework and the conference theme. Papers may be submitted as either a 'work-in-progress' or 'competitive' papers. The final decision as to whether papers will be accepted as competitive will be made subsequent to the review process.

[www.imp2010.org](http://www.imp2010.org)

## Deadlines for submission

<b>Submission of paper abstracts</b>	<i>18 January 2010</i>
<b>Notification of abstract acceptance</b>	<i>15 February 2010</i>
<b>Submission of full papers</b>	<i>1 April 2010</i>
<b>Notification of outcome of review process</b>	<i>1 June 2010</i>
<b>Final paper submission</b>	<i>1 July 2010</i>
<b>Submission of doctoral students' proposal</b>	<i>1 April 2010</i>
<b>Proposal feedback</b>	<i>3 May 2010</i>
<b>Submission of revised proposal</b>	<i>31 May 2010</i>

## About the IMP Group

The IMP Group was originally formed in the mid 1970s, with a first major research project on "Industrial Marketing and Purchasing", involving five European countries and universities. A common experience from these early investigations focused on around 900 pan-European business relationships was that business exchange cannot be understood simply as a series of disembedded and independent transactions. Rather it is a question of complex relationships between buying and selling organisations, where resources are generated as a result of the interaction. Today the IMP Group has emerged as an informal network of scholars worldwide who continue to approach marketing, purchasing, technological development and management from an interactive perspective, in a B2B and a B2C context. To get to know more about the IMP Group and at the same time access resources such as past conference papers and books, visit the IMP website at [www.impgroup.org](http://www.impgroup.org)



## Special tracks

Special track proposals are welcome. Chairs of accepted special tracks are expected to take full responsibility for the review process and organisation of their special tracks. For special track proposals to be taken into account, please contact the organiser team as soon as possible.

General  
Information

## About the Corvinus University of Budapest

Although Corvinus University of Budapest has recently been given its name, it is an all the more significant institution in Hungarian higher education due to its traditions and the results it has achieved in education and research. The Faculty of Business Administration is the centre for education and research in economics, financial management, management and organization, business, management sciences and management practice. The high quality of education offered by the Faculty is guaranteed by the fact that each subject is taught by lecturers who are specialists in the given science or discipline, equipped with the necessary academic and practical knowledge. A sign of the international recognition of our educational and research activity was the fact that in November 1996 the University became a member of the CEMS (Community of European Management Schools). The Faculty of Business Administration has been accredited by the International Accreditation Committee of EPAS (European Programme Accreditation System). The Faculty of Business Administration of the Corvinus University of Budapest is the first in Hungary being accredited within the EFMD programme accreditation.

## About Budapest

Budapest owes everything to the Danube. This majestic river, here in the middle of Europe, has created history and exceptional beauty. Many of the greatest rulers of history could not resist the temptation to try to mould the city in their own image, which occasionally meant that some of the finest buildings on either bank of the river were burnt to ashes or reduced to rubble. Spending time in Budapest affords a journey through time. Whether sitting in a quiet café over a pastry, admiring one of the performances in the Opera House or perhaps relaxing in one of the numerous ancient thermal baths, it is easy for one to observe how pleasantly the time passes in Budapest, the heart of Central Europe.