



SCHOOL OF BUSINESS  
ECONOMICS AND  
SOCIAL SCIENCES



# **BMM-EMAC**

## **8<sup>th</sup> Biennial International Conference on Business Market Management in Association with EMAC**

6-8 July 2017

Karl-Franzens-University of Graz, Austria

We are delighted to announce that the 8<sup>th</sup> BMM-EMAC Biennial International Conference on Business Market Management will take place at the Karl-Franzens-University of Graz on 6-8 July 2017. This is the first time that the conference will occur as a specialized EMAC conference.

### **Conference Objectives**

The BMM-EMAC Biennial International Conference is one of the leading conferences on B2B and industrial marketing, professional purchasing, supply chain management, business networks, and business relationships. The objective of the conference is to provide a forum for generating and discussing ideas and approaches related to the study and practice of business market management.

### **Conference Schedule**

The conference will kick-off on Thursday, July 6, 2017 at noon and continue until noon of Saturday, July 8, 2017.

### **Registration Fee**

The registration fee is € 375 (incl. lunches, coffee breaks, gala dinner, and membership to EMAC). For current members of EMAC, the early bird conference fee is € 250 (€ 300 after May 19, 2017). On-site registration is € 350 (excluding membership to EMAC). PhD students can register for a reduced fee of € 125 (excluding membership to EMAC).

### **Call for Papers**

We invite you to submit extended abstracts, full papers, and special session proposals by April 7, 2017. Acceptance letters will be sent on May 12, 2017. For detailed information regarding submission guidelines see the back of this page.

### **Further Information**

For complete conference details, please visit the conference website:  
[marketing.uni-graz.at/en/research/bmm-ematic-2017](http://marketing.uni-graz.at/en/research/bmm-ematic-2017)

We really hope that you can join us.  
Please do not hesitate to contact us with your questions.

### **Conference Organizers**

Vishal Kashyap, Karl-Franzens-University of Graz, Austria  
Thomas Foscht, Karl-Franzens-University of Graz, Austria  
Michael Kleinaltenkamp, Freie Universität Berlin, Germany

### **For More Information**

Irene Hye, Conference Administrator  
Phone: +43 316 380 7210  
Email: [irene.hye@uni-graz.at](mailto:irene.hye@uni-graz.at)



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## Call for Papers

We invite you to submit extended abstracts, full papers, and special session proposals by April 7, 2017.

### Submission Guidelines

#### Format

Extended Abstract: 3-5 pages, excluding References, Tables, and Figures

Full Paper: 25 pages max., including References, Tables, and Figures

Format for both abstracts and papers:

- MS Word
- A4 size page formatting
- 2.5 cm margins on all sides
- Times New Roman 12 point font (except for title which should be Times New Roman 14-point font)
- Single-spaced throughout

#### Authorship

- Correspondence will be directed to submitting author, unless directed otherwise.
- Corresponding author will receive notice of acceptance by May 12, 2017.
- If there are multiple authors, please indicate which author is presenting the paper in the submission. Note: while individuals may submit multiple abstracts/papers, an individual is limited to one presentation at the conference.
- If s/he submits more than one coauthored paper, a maximum of up to 3 papers can be accepted. The quota of one lead authorship/presentation per author still applies.
- Paper is not considered confirmed and will not be placed on the schedule until at least the presenting author has registered to attend the conference.

#### Work in Progress

There is no distinction between full and working papers at BMM-EMAC. All follow the same format.