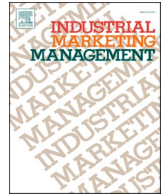


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# Industrial Marketing Management

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## 1st Industrial Marketing Management (IMM) South America Summit (2nd - 4th October 2024)

We are excited to announce that the *1st Industrial Marketing Management South America Summit* will be held from 2nd – 4th October 2024 at Insper, São Paulo, Brazil.

The *1st Industrial Marketing Management South America Summit* seeks to unite academics and practitioners from South America, as well as other regions, who share an interest in business-to-business marketing, with the goal of creating and/or strengthening collaborative research networks. This summit also intends to continue the tradition established by the European and American *Industrial Marketing Management summits*, which includes promoting discussions, sharing cutting-edge research, and enhancing the effectiveness and efficiency of industrial markets on a global scale. The event will display recent developments in both theory and practice within the realm of global industrial and business-to-business marketing. Leveraging the success of past summits and the rich heritage of *Industrial Marketing Management*, this gathering assures dynamic conversations, visionary insights, and effective answers.

### Special Issue

Following the conference, and as in past years, authors of selected papers will be invited to submit to a special issue of the *Industrial Marketing Management*.

### Paper Submission

The deadline for paper submission is the **1st August, 2024** (23:59h BR time). Please send your paper to the summit's official e-mail ([IMMSummitSA@insper.edu.br](mailto:IMMSummitSA@insper.edu.br)), with copy to Carla Ramos ([carlasdmr@insper.edu.br](mailto:carlasdmr@insper.edu.br)), and our assistant Nathalia Esteves ([nathalia.re@al.insper.edu.br](mailto:nathalia.re@al.insper.edu.br)). You should receive a confirmation of your submission within 1-2 days. Please get in touch in case you do not receive the confirmation.

### Keynote Speaker

#### **Christopher Plouffe**

Gary W. Rollins Endowed Chair & Professor of Sales  
The University of Tennessee at Chattanooga (UTC)

### Moderators – Session with Practitioners

#### **Gabriel Gonzalez**

Associate Professor  
Fowler College of Business, San Diego

#### **Willy Bolander**

Rader II Professorship  
Texas A&M University

### Academic – Practitioner Paper Development Workshop

#### **Adam Lindgreen**

Professor of Marketing  
CBS - Copenhagen Business School

Co-Editor-in-Chief, IMM

#### **Ad de Jong**

Professor of Marketing  
CBS - Copenhagen Business School

#### **Robert Morgan**

Professor of Marketing & Strategy  
Cardiff University

### Conference academic leads

#### **Carla Ramos**

Associate Professor of Marketing  
Insper

#### **Danny P. Claro**

Professor of Marketing  
Insper

#### **Adam Lindgreen**

Professor of Marketing  
CBS - Copenhagen Business School

Co-Editor-in-Chief, IMM

#### **Anthony Di Benedetto**

Professor of Marketing  
Fox School of Business

Co-Editor-in-Chief, IMM

Please check the summit's official webpage for further information and for registration:

<https://www.insper.edu.br/agenda-de-eventos/1st-industrial-marketing-management-imm-south-america-summit/>

See you at the summit!

Kind regards,

**Carla Ramos and Danny Claro**

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