

Advances in B2B Marketing Research

(Doctoral Course: Joint KATAJA/EIASM Course)

Time: 19th August – 22nd August, 2019

Host: Professor Aino Halinen-Kaila, Turku School of Economics

Course Coordinator: Dr. Mekhail Musak, Turku School of Economics

Place: Turku School of Economics, Finland

Learning goal and objectives:

Business-to-business (B2B) markets form a cornerstone of the Finnish as well as many European economies, making industrial marketing a crucial field of research. This course provides an understanding on the most vital streams of B2B research relating to the concepts of value, service, networks and strategy. It gives an overview of the dominant research paradigms, key theories, publishing opportunities and future development trends in the study field supporting doctoral candidates in publishing their research and developing their academic career.

Learning objectives of the course are: 1) to deepen candidate's knowledge of the selected concepts and theories, 2) to enhance one's ability to identify different paradigms and their requirements for research and 3) to develop one's skills in applying learned knowledge in one's own thesis project. In addition, as a cooperative effort by EIASM and KATAJA, the course will provide excellent opportunities for personal networkings with international faculty members and fellow candidates.

Instruction and examination:

Intensive seminar including lectures, group work, presentations and different types of classroom interactions. Altogether, 35 hours in a four-day intensive format. A package of readings (about 5 articles per day) will be prepared specifically for the course and must be read in advance.

Requirements:

1. Individual pre-assignment based on assigned readings list (20% of the grade).
2. In class assignments/presentations (single or in-group) based on assigned reading list (20% of the grade).
3. Individual final assignment: a course paper that applies course material and ideally becomes part of the candidates' doctoral dissertation (60% of the grade).

Credits: 6 ECTS

Grading: 1-5 scale

Preliminary Topics and Schedule (9:00 AM – 5:00 PM)

| Day | Topic | Instructor |
|---|--|--|
| 19 th August, 2019 | Research paradigms and career development in B2B marketing research | Prof. Aino Halinen-Kaila University of Turku, Finland Prof. Andreas Eggert, Paderborn University, Germany |
| 20 th August, 2019 (Morning session) | <i>Day-long sea cruise (Turku-Åland-Turku)</i> Creating value in business relationships (What is “value”? Why are relationships important for value creation? Identifying research opportunities in the value domain.) | Prof. Andreas Eggert, Paderborn University, Germany |
| 20 th August, 2019 (Afternoon session) | Group-work and networking | |
| 21 st August, 2019 (Morning session) | B2B Pricing (e.g. pricing fundamentals, specifics of B2B pricing, fruitful research avenues, methodological challenges) | Prof. Dirk Totzek, University of Passau, Germany |
| 21 st August, 2019 (Afternoon session) | Networks in B2B (e.g. network management, strategizing in networks) | Prof. Aino Halinen-Kaila, University of Turku, Finland |
| 22 nd August, 2019 | Service strategies in B2B (e.g. growth strategies, servitization & solutions, digitalization & platforms) | Prof. Christian Kowalkowski, Linköping University, Sweden |

| | | |
|----------------------------------|---|--|
| 22 nd August, 2019 | Closing session (With information on further practicalities, for example, course paper) | Prof. Aino Halinen-Kaila and Dr. Mekhail Mustak, University of Turku, Finland |
|----------------------------------|---|--|

Target audience and admittance:

The course is targeted to doctoral candidates in marketing, supply chain management, strategy, and international business, who have an interest in B2B topics. The targeted but also maximum number of participants is 25. Among them, 10 places are reserved for course participants from other than Finnish universities. If more apply, the selection is based on the course's relevance to the applicant's thesis topic and previous studies.

Finnish doctoral candidates registered at a business school that is a member of KATAJA do not have to pay the EIASM course fee. For international doctoral students, the discounted registration fee is 400€ (Normally 1,100€ for EIASM courses). All students has to cover her/his travel and accommodation related costs. One day of teaching/networking will be conducted in a sea cruise (Turku-Åland-Turku) that includes a buffet dinner, the cost of which is already covered.

Application by email no later than 30th April, 2019 to Mekhail Mustak (mekhail.mustak@utu.fi). Motivation and the phase of doctoral studies required. The notification of acceptance by 30th May, 2019.