

The B2B Edge: Phenomena, Theories, and Methods

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Abstract

We are excited to propose a special session at the 2024 European Marketing Academy Conference entitled “The B2B Edge: Phenomena, Theories, and Methods.” This session is dedicated to delving into the forefront of B2B marketing, emerging trends and changes in B2B markets, shifts in theoretical paradigms, the application of theory and frameworks, and, finally, the innovative advancements in research methods and data analysis. The B2B landscape and our approaches to studying it are undergoing rapid evolution, and our aim is to spotlight these changes for the academic community. Our session is designed with three primary objectives in mind: 1. Provide a comprehensive overview of current trends and innovations in B2B marketing research. 2. Facilitate scholarly dialogue on future research directions in the B2B domain. 3. Foster collaborations among academics and better equip them to address the study of today’s complex issues in B2B marketing.