

B2B Marketing and Interorganizational Issues

Track Definition:

Business-to-Business (B2B) Marketing and Interorganizational Issues research examines how organizations co-create value through relationships, networks, and exchanges amid technological disruption and geopolitical transformation. The track addresses organizational buying behavior, trust, governance, alliances, digitalization, and platform ecosystems, as firms adapt to shifting trade relationships, increasingly uncertain regulatory environments, and the growing impact of AI on business markets.

B2B Marketing

Definition (short):

Business-to-Business (B2B) Marketing studies how firms co-create, communicate, and deliver value to other organizations through complex buying processes, long-term relationships, and multi-stakeholder decision-making. It examines organizational buying behavior, trust and governance, B2B branding and pricing, the impact of AI and digitalization on business markets, and how geopolitical disruption reshapes go-to-market strategies and value propositions.

Definition (long):

Business-to-Business (B2B) Marketing is the branch of marketing research that studies exchanges of goods, services, and integrated solutions between organizations. It examines how firms co-create value through complex buying processes, long-term relationships, and multi-stakeholder decision-making within broader business ecosystems, increasingly amid technological transformation and geopolitical uncertainty.

B2B marketing research integrates insights from relationship marketing, networks, ecosystems, and channels, service management, organizational buying behavior, and strategic management. Key focus includes, but is not limited to:

- how B2B brands and offerings are positioned and priced when market conditions are volatile and regulatory environments contested,
- how sales, account management, and go-to-market strategies are designed and executed across local and global markets,
- how buying centers evaluate and adopt solutions as AI and automation transform procurement and sales,
- how trust, power, and relational governance develop amid supply chain disruption and shifting trade relationships,
- how firms influence and shape markets through innovative offerings and collective action, and how digitalization, servitization, and platform ecosystems reconfigure business markets.

Interorganizational Issues

Definition (short):

Interorganizational Issues studies how independent firms collaborate, compete, and engage in competitive relationships to co-create value through relationships, exchanges, and networks under

conditions of technological and geopolitical disruption. It explores governance, power dynamics, alliances, knowledge transfer, and digital ecosystems to understand how interfirm interactions drive innovation, resilience, and adaptation.

Definition (long):

Interorganizational Issues in marketing research refers to the study of relationships, exchanges, and networks among independent organizations that collaborate, compete, and engage in cooperative relationships to co-create value in the marketplace. This domain investigates how firms initiate, govern, and sustain relationships with suppliers, distributors, retailers, strategic allies, and platforms, and how geopolitical tensions, trade realignments, and digital transformation are fundamentally altering the structure of those relationships.

The field integrates theories from relationship marketing, networks, strategy, economics, and organizational behavior to understand:

- governance mechanisms (contracts, trust, relational norms) that regulate cooperation and conflict in increasingly unstable environments,
- power, dependence, and resource asymmetries across networks reshaped by geopolitical fragmentation and nearshoring pressures,
- strategic alliances and partnerships formed to manage risk, navigate regulatory uncertainty, and pursue innovation amid disruption,
- knowledge transfer and learning as AI and data infrastructures redefine how firms share and collaborate,
- interfirm collaboration in digital platforms and ecosystems as competitive and cooperative boundaries blur,
- performance and resilience in supply and distribution networks exposed to geopolitical conflict and shifting trade regimes.