

## Business Ecosystems Research Group (BERG)

Queen Mary University of London, School of Business and Management

# 7th Bi-Annual International Conference on Business Market Management (BMM)

2-4 July 2015, Queen Mary University of London, Mile End Campus, London

We are happy to announce that the 7th Bi-Annual International Conference on Business Market Management (BMM) will take place at Queen Mary University of London, United Kingdom, on 2-4 July 2015.

The International Conference on Business Market Management is one of the leading conferences on topics such as industrial marketing, B2B marketing, professional purchasing, supply chain management, business networks, and business relationships.

The conference will be held from Thursday 2 July 2015 (mid-day) until Saturday 4 July 2015 (mid-day) in London (Queen Mary University of London, Mile End Campus)

**Registration fee:** £475 (incl. lunches, coffee breaks, gala dinner, London Eye, canapés and wine tasting)

### Call for Papers and Submission

We seek submissions in the forms of either full papers or extended abstracts. We also invite proposals for special sessions. Deadline for submission of papers, abstracts and special session proposals is **10 April 2015**. Reviews and acceptance letters will be sent on 8 May 2015.

### Guidelines for Papers

**Extended abstract:** 3-5 pages, excluding References, Tables, Figures.

**Paper:** max. 25 pages, including References, Tables, Figures.

**Format for both abstracts and papers:** MS Word, A4 size page format, 2.5cm margins on all sides, Times New Roman 12 point font, single-spaced.

For additional details on paper guidelines, please visit the jbm website: [www.jbm-online.net/index.php/jbm](http://www.jbm-online.net/index.php/jbm) Authors can submit only one paper as first author. However, you may act as co-author for other submissions. Acceptance of the paper implies that at least one of the authors attends the conference and presents the paper.

For further information see:

[www.busman.qmul.ac.uk/newsandevents/events/items/145836.html](http://www.busman.qmul.ac.uk/newsandevents/events/items/145836.html)

New extended paper submission  
deadline **30 April 2015**

Submission via email to:  
[s.henneberg@qmul.ac.uk](mailto:s.henneberg@qmul.ac.uk)

Announcement Keynote Speaker:  
**Lisa K Scheer**  
University of Missouri

### Information and Contact

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