



EKONOMUTBILDNINGEN VID ÅBO AKADEMI
Åbo Akademi School of Business

Department of Business Studies
Henriksgatan 7 - FIN 20500 Åbo



17th Nordic Workshop of Interorganisational Research

At the Harjattula Manor, Turku/Åbo, Finland, August 16-18th 2007



The purpose of the Workshop

The Nordic Workshop will continue the tradition of gathering Nordic researchers interested in interorganisational relationships and business networks. The Workshop is organized through a common theme and gives opportunities to discuss papers of both doctoral candidates at length as well as papers from more advanced researchers.

Call for papers

The Workshop has as its theme “**Critical and Novel Perspectives on Interactive Marketing and Business Networks**”. We aim at receiving papers from both doctoral candidates and post-doc researchers as well as from those who have previously dealt with interorganisational research and networks. The interaction and network approach has been around us for more than two decades. It can be of interest to have a critical examination about how far we have come and how should the research be developed? The following themes are addressed in particular, but other relevant themes within the field are also welcome:

1. New perspectives and development in relation to existing theoretical models and approaches of interorganisational research
2. Developing the role of time and dynamic methods of relationships and networks in business
3. How can the network approach be developed for practical use in business?
4. What is the role of Value and Value creation through relational business exchange?
5. Developing relational theory in business for the digital and global era in business
6. The connection between non-business and business relationships
7. The role of social capital and social relationships as a factor in relational exchange in business encounters
8. Do we have a proper understanding of the role of strategy using a network approach?
9. Linking Concept, Theory and Practice

Abstracts

Maximum length of abstracts is 2 pages.

Contact details, including author name(s), name and address of university, telephone and fax number, and e-mail address should be stated clearly.

Submitted papers should be research proposals, work-in-progress or complete research papers.

Papers will be invited from a number of selected abstracts.

Full papers

Maximum length is 20 pages (please pay special attention to this requirement).

Acceptable formats are Word, 1.5 line spacing, Arial font and font size 11 is preferred.

Deadlines

Abstract submission	15 th April 2007
Notification of the review process	4 th May 2007
Full paper submission	15 th July 2007

The Venue

The Workshop will take place at Harjattula Manor (www.harjattula.fi) in the Archipelago outside Turku. Sauna at the seaside and a Workshop boat-dinner in the surrounding archipelago are planned for the workshop.

The place is accessible through direct bus connections from the Market Place. The bus trip is about 30 minutes.

More information is presented on the Workshop homepage www.abo.fi/fak/esf/fei/nordic07.

For more information please contact: nordic07@abo.fi

Welcome To Turku/Åbo!

Workshop organisers:

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