

# REGIONAL INDUSTRIAL MARKETING MANAGEMENT SUMMIT: BALTIC STATES

**SEPTEMBER 23-25, 2026**

KOZMINSKI UNIVERSITY,  
WARSAW, POLAND

DEADLINE FOR  
PAPER  
SUBMISSION  
**JUNE 1, 2026**



## **Call for papers**

***Regional Industrial Marketing Management Summit: Baltic States***  
**September 23-25, 2026**

Kozminski University, Warsaw, Poland

Dedicated entire special issue of Industrial Marketing Management.

Deadline for paper submission is June 1, 2026

For more information, please visit the event [website](#).

We are proud to announce that a Regional Industrial Marketing Management Summit: Baltic States will be held from 23 September to 25 September 2026 at Kozminski University in Warsaw, Poland

## **Warsaw**

Warsaw, the vibrant capital of Poland, is a dynamic metropolis of nearly two million people, where history seamlessly blends with modernity. The Vistula River flows through the heart of the city, providing a picturesque recreational space and serving as a symbol of its continuous growth. Warsaw captivates with its contrasts—ranging from the historic Royal Castle, UNESCO-listed Old Town and Royal Baths Park to sleek skyscrapers and cutting-edge business centers. The Royal Castle, located at the entrance to the Old Town, is a historic symbol of Polish heritage, featuring stunning architecture and richly decorated interiors. The Old Town itself, beautifully reconstructed after World War II, invites visitors to explore its cobbled streets, colorful townhouses, and experience a deep sense of Warsaw's resilience and history. Łazienki Park (Royal Baths Park) is a picturesque palace and garden complex, perfect for a relaxing stroll among peacocks, classical monuments, and the iconic Chopin Monument. Warsaw is also a culinary hub, where traditional Polish cuisine meets international flavors in a diverse array of restaurants and cafés. Welcoming to tourists and open to cultural diversity, Warsaw enchants visitors with its hospitality and energy, offering an unforgettable experience to all who come.

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## **Kozminski University**

Kozminski University is a prestigious private business school located in northern Praga, near the Vistula River in Warsaw. Established in 1993, it consistently ranks among the top business schools in Central and Eastern Europe, earning international recognition in global rankings such as Financial Times. With a strong international orientation, the university attracts students and faculty from around the world, offering programs taught in English and fostering a diverse academic environment. Kozminski University is renowned for its high-quality research in management, finance, and economics, contributing to global academic discourse and business innovation. Combining academic excellence with a dynamic, modern approach to education, the university provides an inspiring setting for learning and professional growth.

## **The Summit**

The Regional Industrial Marketing Management Summit: Baltic States seeks to uphold the tradition of stimulating discussions, showcasing innovative research, and contributing to the improvement of industrial market functioning. The event at Kozminski University will highlight the latest developments in industrial and business-to-business marketing, blending theoretical insights with practical applications, particularly in the contexts of countries located around the Baltic Sea and, more broadly, in Central and Eastern Europe. Building on the achievements of past summits and the strong heritage of Industrial Marketing Management, the summit promises dynamic exchanges, fresh perspectives, and actionable solutions. Participants can look forward to academic research presentations in parallel sessions, as well as a doctoral summit, an early career academic workshop, and a collaborative academic-practitioner event (that has now become an essential highlight of the Industrial Marketing Management summits).

## **The Doctoral Summit**

The doctoral summit will showcase research from doctoral students specializing in industrial and business-to-business marketing. Selected candidates will have the chance to present their dissertation work to a panel of distinguished professors, gaining insightful feedback to refine their research. Additionally, attendees can benefit from a series of engaging talks covering diverse and relevant topics in the field (see the Early Career Workshop).

## **The Early and Mid-Career Academic Workshop**

Navigating an academic career can be both exciting and challenging. This workshop is designed for early and mid-career academics who are interested in succeeding in academia, including publishing in internationally recognized scientific journals. The workshop is designed to equip early and mid-career academics with essential skills and insights to advance their research, collaborate in research, and build a successful academic career. Through a mix of expert-led sessions, interactive discussions, and networking opportunities, participants will explore strategies for working in research teams, publishing in internationally recognized scientific journals, building collaborations with industry, balancing teaching and research responsibilities, ensuring a healthy balance between work and life, and preparing for career progression.

## **The Academic-Practitioner Event**

The academic-practitioner event is designed to facilitate a vibrant exchange of ideas by bringing together practitioners and academics. Practitioners will share their real-world challenges, which will be explored collaboratively with academics through discussions and interactive workshops. This format, successfully introduced in previous Industrial Marketing Management summits, has already led to several impactful collaborations, and we are proud to continue fostering these valuable partnerships.

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## **The Special Issue**

Authors of the best papers presented at the Regional Industrial Marketing Management Summit: Baltic States will be invited to submit their manuscripts for review. If successful in the reviewing process, these papers will be published in a special issue with Industrial Marketing Management dedicated exclusively to the Regional Industrial Marketing Management Summit: Baltic States. All submissions for the special issue should be made through the journal's submission system by using the dropdown box Baltic IMM Summit. All invited papers will go through a blind peer review process. We expect that 12 months after the summit, the special issue will be ready for publication. More information about the submission of invited papers will be available on October 15, 2026.

Please note that the acceptance of a paper to the Regional Industrial Marketing Management Summit: Baltic States is not a guarantee for subsequent publication in the special issue with Industrial Marketing Management.

## **Program**

- Wednesday 23 September: Registration, Doctoral Summit, Early and Mid-Career Academic Workshop, and evening Reception.
  - Thursday 24 September: Registration, Opening, Parallel sessions, and Gala dinner.
  - Friday 25 September: Parallel sessions, Academic-Practitioner event, and Farewell coffee
- The final program will be announced three weeks before the Summit.

## **Important Details**

- The deadline for paper submission (for both the Summit and the Doctoral Summit) is June 1, 2026. · Please send the paper to Dariusz Siemieniako ([immsummit.baltic@kozminski.edu.pl](mailto:immsummit.baltic@kozminski.edu.pl)) and cc the Industrial Marketing Management co-editors-in-chief Adam Lindgreen ([adli.marktg@cbs.dk](mailto:adli.marktg@cbs.dk)) and Anthony Di Benedetto ([tonyd12345@icloud.com](mailto:tonyd12345@icloud.com)).
- Accept/Reject Notifications Sent: mid-June 2026.
- Deadline for registering for the Regional Industrial Marketing Management Summit: Baltic States : July 1, 2026.
- Summit registration fee of 550,00 EUR; the exact price will be decided on in 2026.
- Doctoral students registration fee: 330,00 EUR; the exact price will be decided on in 2026.

## **Preparation and submission of paper and review process**

Submissions should be about 2,500-4,000 words in length (everything included) and submitted by mail to the summit co-chairs. Authors are requested to submit two files: Title file with information about the authors, their affiliations, and their contact details, and the manuscript file where authors must avoid revealing their identities in the body or reference section of the paper. Authors are advised to refer to the Guide for Authors before submission. If the paper is submitted for the doctoral summit, this should be specified in the body of both files that are submitted. We look forward to your participation in the Regional Industrial Marketing Management Summit: Baltic States at Kozminski University in Warsaw.

## **Conference venue**

Kozminski University, Jagiellonska 57, 03-301 Warsaw, Poland.

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### **Hotel recommendation**

Conference guests are entitled to a special discount at the hotels listed below. When booking, please mention "Regional Industrial Marketing Management: Baltic States" to receive the conference rate.

**HOTEL MERCURE WARSZAWA GRAND \*\*\*\***

Address: ul. Krucza 28, 00-522 Warszawa (Śródmieście)

**HOTEL SANTE \*\*\*\***

Address: ul. Jagiellońska 55A, 03-301 Warszawa (Praga Północ)

**HOTEL HETMAN \*\*\***

Address: ul. Ks. I. Kłopotowskiego 36, 03-717 Warszawa (Praga Północ)

**HOTEL TULIP RESIDENCES WARSAW TARGOWA \*\*\***

Address: ul. Targowa 5, 03-737 Warszawa (Praga Północ)

**HOTEL CAMPANILE WARSZAWA PÓŁNOC \*\*\***

Address: ul. Modlińska 15A, 03-216 Warszawa (Żerań)

**HOTEL ARCHE \*\*\*\***

Address: Aleja Krakowska 237/U1, 02-180 Warszawa (Okęcie)

**Best regards,**

**Dariusz Siemieniako** (Kozminski University)

**Adam Lindgreen and Tony Di Benedetto** (Industrial Marketing Management)

**Christian Kowalkowski** (Linköping University)

**Paweł Korzyński** (Kozminski University)

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