

THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

Departmental Research Seminar



The Importance of P2P Relationships within B2B Relationships: Directions for Future Research By

Prof. Lisa K. Scheer
University of Missouri

Date : 1 Mar 2023 (WED)
Time : 9:30 – 11 am
Venue : Online via Zoom

Abstract

Although much research has been conducted on B2B relationships, recent research has addressed intriguing new topics that have not received much attention. This presentation focuses on the critical role of interpersonal relationships within interorganizational interactions and where there is great opportunity for future research contributions.

Prof. Lisa K. Scheer has been formulating and studying strategy since growing up in a family business. Prof. Scheer earned her PhD in Marketing at Northwestern University's Kellogg School of Management after receiving a BSBA (logistics and marketing) and MBA (marketing) at the University of Missouri. Her research on marketing strategy and marketing relationships is both academically rigorous and managerially relevant, examining factors such as channel strategy, sales strategy, boundary spanner advocacy and corruption, interdependence, trust, and fairness and has been published in the *Journal of Marketing Research (JMR)*, *Journal of Marketing (JM)*, *Academy of Management Journal*, *Journal of the Academy of Marketing Science (JAMS)*, *International Journal of Research in Marketing (IJRM)*, *Journal of International Marketing (JIM)*, and other outlets.

Prof. Scheer was honored as the 2021 Distinguished Scholar by the Society for Marketing Advances and as the 2022 Haring Legacy Speaker for the Haring Symposium at Indiana University. She has received prominent research awards for the impact of her publications, including the American Marketing Association's (AMA) Interorganizational SIG Lifetime Achievement Award for contributions to research and doctoral education, AMA's Louis W. Stern Research Award, the European Marketing Academy's Jan-Benedict Steenkamp Award for long-term impact, and the AMA Sales SIG's Excellence in Research Award. Prof. Scheer is also honored to be a Fellow of the Institute for the Study of Business Markets (ISBM).

Prof. Scheer serves as an area editor for *JAMS*, *IJRM*, and *Journal of Retailing* and is on editorial or advisory boards for *JMR*, *JM*, *AMS Review*, *JIM*, *Journal of Business Market Management*, *International Marketing Review*, and *European Journal of Marketing*. She has been recognized as Outstanding Area Editor by *JAMS* and twice recognized as Outstanding Reviewer by *JM*.

Prof. Scheer developed, organized, and chaired the inaugural Marketing Strategy Consortium; co-chaired the AMA/Sheth Doctoral Consortium, AMA Summer Conference, and AMA Winter Conference; Director/Co-Director of numerous ISBM PhD Research Camps and is a member of ISBM's Academic Advisory Board. Previously, she served a three-year term on AMA's Academic Council.

Prof. Scheer has been a featured scholar or keynote speaker at conferences and universities in Austria, Belgium, Canada, France, Germany, the Netherlands, Switzerland, Turkey, the UK, and the USA.

All interested are welcome.



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