

Editorial: Best Business-to-Business Marketing Management Ph.D. Thesis 2023

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Industrial Marketing Management (IMM) is the leading outlet for theoretical, empirical, and case-based research geared to the needs of marketing scholars and practitioners researching and working in industrial and business-to-business markets. The journal's global reach is evidenced by the fact that international scholars and practitioners from all regions of the globe share their latest findings for improving effectiveness and efficiency of industrial markets. This comprehensive approach has helped to keep readers abreast of the timeliest research and practice necessary for better marketing decisions and strategy in global industrial and business-to-business markets.

Every year, the journal celebrates one of the many published articles with the 'Outstanding Article' award. Rather than using a subjective method to determine the best article, we let our readers tell us which they consider the best article by measuring the number of times the article is downloaded during the year.

The journal also annually celebrates one of the many reviewers who has delivered great review service to the journal. We are indebted to the journal's reviewers. We would be unable to do our jobs without their timely assistance. Reviewers provide their expertise and guidance so generously, help authors improve the quality of their manuscripts, and ultimately help us maintain the rigorous standards our readers have come to expect.

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This year, *Industrial Marketing Management* was pleased to present the first annual award for the best Ph.D. thesis in business-to-business marketing management. The prize for the best Ph.D. thesis was US\$ 1,000. Any student in a doctoral program whose thesis was on a topic in business-to-business marketing management could submit a summary of their final thesis (30 pages maximum) for consideration for this award. Articles published out of the Ph.D. thesis could also be attached. Students should have received their doctoral degree within the past year.

We have now completed the assessment of the submitted theses. Each thesis was assessed in terms of newness of idea, thoroughness of research, contributions to theory, contributions to practice, and overall quality. To assist us, we set up an expert committee including Raj Agnihotri (Iowa State University), Wim Biemans (University of Groningen), John Cadogan (Loughborough University), Debbie Harrison (BI Norwegian Business School), and Sabrina Helm (University of Arizona). We would like to thank our colleagues very much for their commitment and interest in reading and assessing the theses.

The winning thesis was “Boundary Spanner Corruption in Business Relationship” by Jonathan Webb, who completed his studies at Queen Mary University of London. His work was singled out by the judges as an original and insightful study of a new, emerging topic: boundary spanner corruption between buyers and sellers. He presented a novel theoretical framework outlining this form of corruption, as well as managerial recommendations for preventing or avoiding such corruption. Some of Dr. Webb’s thesis research has been published in the *Journal of the Academy of Marketing Science* and the *Academy of Management Proceedings*. We extend our congratulations to Jonathan.

We would also like to recognize two runners-up: Alexander Flaig (of Linköping University) and Mariia Syväri (of the Turku School of Economics). Dr. Flaig’s thesis, “Market-Shaping as Meta-Strategy: A Strategy of Strategies,” discusses market shaping strategies, explores the strategies and capabilities which help the firm attain the overall goal of market shaping, and applies the concepts in two market contexts. He has published four papers from his thesis work, including two in *Industrial Marketing Management*. Dr. Syväri’s research, “Chasing Impact: How Hybrid New Ventures Shape Markets for Sustainability,” was also related to the emerging literature on market shaping, specifically focusing on hybrid new venture development and market change. Her research provides managerial guidance with respect to initiating market change within their own market contexts.

Congratulations to the winner and runners-up, and thanks to all participants and judges for helping to improve *Industrial Marketing Management*!

Adam Lindgreen and Anthony Di Benedetto
Co-Editors-in-Chief