



**UNIMORE**  
UNIVERSITÀ DEGLI STUDI DI  
MODENA E REGGIO EMILIA



Seminario organizzato nell'ambito del Corso di Dottorato in Lavoro, Sviluppo e Innovazione del Dipartimento di Economia Marco Biagi, Unimore - Fondazione Marco Biagi

# IMP: what is it? where does it come from? where is it going?

Giovedì 27 aprile 2023, ore 10,00

Fondazione Marco Biagi • L.go Marco Biagi 10, Modena

Introduce

**Elisa Martinelli** Dipartimento di Economia Marco Biagi,  
Università di Modena e Reggio Emilia

Presenta

**Enrico Baraldi** Professore di Industrial Engineering &  
Management, Università di Uppsala

Conclusioni

**Gianluca Marchi** Dipartimento di Economia Marco Biagi,  
Università di Modena e Reggio Emilia

Abstract

This talk aims to introduce the IMP (Industrial Marketing & Purchasing) view on markets as networks, considering its key assumptions, origins and subsequent evolution. Since its beginning in the early 1970s the IMP community has grown to include more than 400 members representing more than 170 universities around the world ([www.impgroup.org](http://www.impgroup.org)).

Yearly IMP conferences and seminars are the cornerstones for gathering researchers interested in inter-organizational relationships and networks, who jointly developed and refined an interactive view of the economic landscape, now accessible via hundreds of publications, featured also in dedicated specialized academic journals. During this seminar, we will move from the earliest model focusing on dyadic interactions to more complex models embracing complex network-level interdependencies, delving into both structural and dynamic properties of industrial networks. To conclude, we will see how the IMP view has expanded its scope and has been applied to a growing number of topics, considering also its managerial relevance and impact, including policymaking

Il seminario si terrà in presenza.

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