



SCHOOL OF BUSINESS RESEARCH SEMINAR SERIES

RESEARCH WITH IMPACT

Digital Disruption and the Irish Entrepreneurial Craft Firm: An IMP Perspective on Social Media as a Resource for B2B Network Development

DATE: Friday 3 May 2024

TIME: 10:00am – 11:00am

MEETING DETAILS: Learning Studio 65 Level 7, 1PSQ
& Zoom Online (Meeting ID: 890 1215 2384,
Password: 134389)

RSVP: COB, Friday 26 April 2024

CONTACT: business.research@westernsydney.edu.au

PRESENTER:

Conor Drummond

Marketing Lecturer in
the Department of
Management and
Marketing at Cork
University Business
School, University
College Cork



ABSTRACT:

Social Media continues to change the industrial marketing landscape (Cortez & Johnston, 2017), and while the volume of research on implementing social media in the business-to-business (B2B) domain and its impact on organizational performance continues to grow (Tiwary et al., 2021), its application for entrepreneurial firms is less well explored. This presentation provides insights into social media use and integration into B2B relationships and networks of entrepreneurial firms, organisations with inherent liabilities such as newness and smallness (Baum, 1996; Stinchcombe, 1965) that provide unique challenges for these novice entities. The author draws on their recent works using the IMP perspective (Håkansson & Snehota, 1995) in the area of social media resource mobilisation to present and discuss advances in social media industrial marketing research, as well as identifying several key areas for future research in this space.

BIOGRAPHY:

Conor Drummond is a Marketing Lecturer in the Department of Management and Marketing at Cork University Business School, University College Cork, where he lectures on topics including Digital Business-to-Business (B2B) networks, strategic marketing, market research and research methods.

His research focuses on resource mobilisation and social media in business-to-business (B2B) marketing, specifically focusing on the entrepreneurial firm context. His Government of Ireland Postgraduate Scholarship (GOIPG) funded PhD examined social media use by entrepreneurial craft brewing and food firms, for the development of their B2B relationships and networks.

He has published in several journals including *Industrial Marketing Management*, *Journal of Business Research*, and *European Journal of Marketing*, and most recently as a guest editor for a special issue of the *Journal of Business & Industrial Marketing*. Conor's other research interests include resource interaction in entrepreneurial firms, digital disruption in industrial markets (e.g. Virtual Reality, the Internet of Things and Artificial Intelligence in a B2B context), and Technology Enabled Learning (TEL).