



International Network of Business
& Management Journals (INBAM)
Ciutat Politècnica de la Innovació
46022 Valencia, Spain

Valencia, 7th March, 2014

Dear Dr. Fernandes,

We would like to thank you for submitting the paper entitled "The Role of Branding in B2B Purchasing Context " for the 2014 INBAM Annual Conference.

We are pleased to confirm that your paper has been accepted for presentation at the Conference, which will take place in Barcelona from 24th-27th June. Your paper will be presented in the track "Advances in Management Research" run by the Management Decision Journal.

This will be a unique opportunity for contributors to receive direct, immediate feedback from editors, attend informative workshops run by experienced editors and contribute to current debates on academic publishing.

We look forward to meeting you in Barcelona.

Yours sincerely,

David Urbano
Conference President

Adrian Zideman
INBAM President

Michael Willoughby
INBAM Coordinator