



CALL FOR PAPERS

GSSI (Global Sales Science Institute) Conference 2018
Sales 2020 - Managing customer relationships in disruptive environments

6th of June – 9th of June 2018
Vienna, Austria

Papers Submission Deadline: January 10th, 2018

Co-Chairs Decision to Authors: February 15th, 2018

Final Formatted Paper Version Deadline: February 28th, 2018

Conference Registration Deadlines:

- Early bird (EUR 449) registration closes: March 15th, 2018
- Conference registration (EUR 480) closes: May 15th, 2018

The Global Sales Science Institute (GSSI) Conference is a unique gathering of international scholars and practitioners interested in sharing and advancing cutting edge professional selling and sales management practices, research, and education. In keeping with its title, the GSSI Conference is held in a different country every year. This year marks the 12th year that the conference has been held.

The 2018 GSSI Conference will be co-hosted by the FHWien der WKW - University of Applied Sciences for Management and Communication and the University of Wyoming, and will be held in Vienna, Austria.

In addition to scientific research, the conference will address best practices in sales education, making the conference an excellent venue for sales educators looking for professional development opportunities.

In an effort to highlight research opportunities and bridge the gap between academia and practice, special sessions with guest speakers will be devoted to business development, B2B professional selling, sales management, and sales education challenges. For more information about GSSI Conference, please contact the Conference Co-Chairs.

Competitive Paper Submissions

The conference welcomes both empirical and theoretical papers related to all aspects of professional selling, sales negotiation, sales management, and marketing and sales interface. Papers, which connect science with practice, and those which explore interesting new concepts, directions and important developments in sales are especially encouraged.

It is mandatory that at least one author of all accepted papers register for and present the paper at, the conference. Competitive papers are reviewed following a double-blind process.

A suggested, but not exhaustive, list of topics is provided below. There will be awards for the Conference Best Empirical Paper, for the Conference Best Theoretical Paper, and for the Best Doctoral Student Paper.

Special Sessions

The conference will offer special sessions devoted to bridging the gap between sales research and practice. Special sessions provide a good vehicle to acquaint sales academics with new perspectives, theories, and provocative ideas, to bring diverse participants together around a common theme, or to integrate academically-minded practitioners into the conference.

Doctoral Student Sales Research Program

There will be a special competitive session for doctoral student papers (empirical or conceptual) related to any selling and/or sales management issue. Submitted papers must be authored by doctoral students (single or multiple authors are acceptable) who are candidates for degrees in marketing or a closely related field at an accredited university. In addition, thanks to SEF Sales Education Foundation support, the Conference registration fees will be waived for doctoral students with accepted papers. Upon submission, please mention that the paper has been authored (or co-authored) by doctoral student(s). There will be an award for the Best Doctoral Student Paper.

Competitive Papers, Doctoral Student Papers and Special Session Proposals should be submitted electronically to Mark Leach (mark.leach@uwyo.edu) following the submission guidelines below.

We look forward to your submissions and to seeing you in Vienna!

Conference Co-Chair: Professor Mark Leach, PhD
University of Wyoming
Department of Management and Marketing
eMail: mark.leach@uwyo.edu
Phone: +1 307 766 3724

Conference Co-Chairs: Professor Ilona Pezenka, PhD and Marina Prem, MA
FHWien der WKW - University of Applied Sciences for Management and Communication
Department of Communication, Marketing & Sales
eMail: ilona.pezenka@fh-wien.ac.at
Phone: +43 690 40 476 110

Submission Guidelines for Empirical, Theoretical, Doctoral Student Papers and Special Session Proposals

A **five page extended abstract** of your research, including the main research question(s), theoretical framework, methods/results (wherever applicable), and discussion sections should be submitted electronically in Microsoft Word format to **Mark Leach (mark.leach@uwyo.edu)** no later than Wednesday, **January 10th**:

Please submit 2 files. The first file should contain the complete manuscript including author information (names, affiliation, address, phone, fax, and email). The second file should contain the complete abstract without author information.

Papers will be reviewed using a double-blind review process. Authors should avoid revealing their identities in the bodies of the papers. Manuscripts must include a single-spaced abstract not exceeding 100 words. The body of the paper should adhere to all the manuscript submission guidelines of the Journal of Personal Selling & Sales Management. Maximum length is 5 pages, including tables, exhibits, and references. Submissions that exceed the above guidelines will be immediately returned to the author for appropriate editing.

Each submission will be evaluated on the importance and potential contribution of the sales topic, quality of conceptual development, sampling, methodology, and the managerial relevance of the results.

Note:

Final versions of accepted papers will be due to the proceedings editor by February 28th, 2018 in order to be published in the conference proceedings. Publication in the conference proceedings is optional. Hence, authors should state if

- a. a short abstract (100 words)
- b. a 5 page abstract (containing the short abstract)
- c. a 5 page abstract plus presentation

shall be published OR

- d. the contribution should not be published at all.

To be considered for presentation at the conference and publication in the proceedings, a paper or a similar version of it must not:

- have been previously published,
- have been accepted for publication elsewhere,
- be under consideration or review for publication elsewhere.

At least one author of an accepted paper must:

- appear at the conference to present the paper,
- return by the deadline a properly final formatted version of the paper (formatting instructions will be provided to the authors of accepted papers) to the proceedings editor for publication in the proceedings as an extended abstract (five pages) or as a short abstract (100 words)
- register for the conference by the conference registration deadline.

Topics of Interest

Sales management, sales leadership, organizational enablers

Including but not limited to:

- Leading, managing, motivating, coaching the sales force in disruptive environments
- Cross cultural comparisons on sales management and sales leadership
- Managing and leading virtual sales teams in rapid changing environments
- Managing and enhancing salespeople's job satisfaction and subjective well-being
- Managing and leading different generations of salespeople
- Sales 2.0 technologies and emerging trends
- Sales and marketing alignment
- Role of marketing in enabling the sales process, and sales performance
- Leveraging information technology (e.g., CRM, social media, mobile marketing)
- Cross cultural comparisons on how technology affects sales efficiency and effectiveness
- Effective training and development of sales managers and salespeople

Professional selling, buyer-seller interactions

Including but not limited to:

- B2B selling
- Customer relationship management
- Customer engagement and retention
- Relationship building
- Key account management
- Sales negotiations
- Comparison, assessment of selling techniques and strategies
- Differentiation through selling sustainable products and value propositions
- Adapting selling style to customer's buying process
- Social selling
- Challenges in co-creating cost-effective value propositions
- Cross cultural comparisons on buyer-seller interactions and co-creation process