12th Annual Global Sales Science Institute Conference

Vienna | June 6-9, 2018

HOSTED BY

MARKETING & SALES MANAGEMENT

UNIVERSITY OF WYOMING
“Sales 2020 — Managing customer relationships in disruptive environments”

CONFERENCE CHAIRS

Professor Mark Leach, PhD
University of Wyoming
Department of Management and Marketing

Professor Dr. Ilona Pezenka &
Mag. (FH) Marina Prem
FH Wien der WKW – University of Applied Sciences for Management and Communication

VENUE
FH Wien der WKW University of Applied Sciences of Vienna
Room C517 | Währinger Gürtel 97 | 1180 Vienna | Austria
We warmly welcome you to the 2018 Global Sales Science Institute (GSSI) Conference! This year’s conference theme “Sales 2020 - Managing customer relationships in disruptive environments” is sure to be engaging and relevant to common issues we face within sales organizations. In a world undergoing real transformation in digitalization, this annual conference is a platform to share experiences and latest research findings regarding sales in disruptive environments. Faculty members of 15 different countries will be sharing new perspectives on customer relations and sales excellence. This is an exciting agenda, that takes on new relevance in our rapidly changing times.

In line with the conference theme, we will have two keynote speakers who will focus on how we can ensure the success of an organization by sales excellence and how we can cope with the challenges in relationship management due to digitalization and new technologies in disruptive environments. Further, we have a full schedule of 24 presentations in six tracks plus two special sessions that address the wide range of topics presented in this conference.

The program also reflects the valuable contributions of 40 conference reviewers. We thank all of those who submitted papers and/or special session proposals and all the GSSI members for a truly international conference with 15 countries represented. Furthermore, we thank the USCA (University Sales Center Alliance) for their generous support.

Many people have dedicated substantial time and effort to ensure that the 2018 Global Sales Science Institute (GSSI) Conference is a success. Although we thank everyone for their help and support, we particularly acknowledge the outstanding contributions of the teams of FHWien der WKW, University of Applied Sciences of Vienna (Austria) and the University of Wyoming (US).

There will be many opportunities for networking throughout the conference. The Conference Planning Committee has been hard at work to help participants actively engage through planning the setting of the conference and the social program.

We know that you will enjoy the setting and productive conversations of this 12th annual GSSI conference!

Mark Leach, PhD

Dr. Ilona Pezenka & Mag. (FH) Marina Prem
**Wednesday | June 6, 2018**

18:45–20:00  **Welcome Reception** (Oldtimer Tram; Departure at FHWien der WKW)

**Thursday | June 7, 2018**

08:00–08:45  **Conference Registration**
08:45–09:15  **Official Welcome and Conference Opening**
09:15–10:00  **KEYNOTE:**  
Marco Glöckl (Sales Director, ProSiebenSat.1PULS4)  
“Challenges in Relationship Management and Digitalization – Managing a Sales Team in an Agency Driven Industry”
10:00–10:30  **Coffee Break**
10:30–12:30  **RESEARCH TRACK:**  
*Engineering Tomorrow’s Sales Force*  
Session Chair: Joel Le Bon, University of Houston (USA)

- **The Exchange of Value Produced By Sales Activity**  
  Kotaro Mukai, Soai University (Japan)
- **Flow and Salesforce Productivity – Exploring Linkages through Experience Sampling Method**  
  Teidorlang Lyngdoh, Xavier School of Management (India) | Guda Sridhar, Indian Institute of Management Kozhikode (India)
- **Sales Force Change Management in Response to the Emergence of Dominant Retail Chains: A Planned Australian Case Study within the Wine Industry**  
  Chris Blockley, Australian Institute of Business (Australia) | John Wilkinson, Australian Institute of Business (Australia) | Ingy Shafei, Australian Institute of Business (Australia)
- **Managing Marketing-Sales Interface: The Roles of Mindset Differences, Organizational Identification and Cross-Functional Learning**  
  Jun Xu, DePaul University (USA)

12:30–13:30  **Lunch**

13:30–15:30  **RESEARCH TRACK:**  
*Informing Tomorrow’s Sales Managers*  
Session Chair: Mark Leach, University of Wyoming (USA)

- **Multi-Criteria Gain Loss (MCGL) Method for Salespeople Performance Evaluation**  
  Ram Dhurkari, Institute for Financial Management and Research (IFMR) (India) | Anjan Kumar Swain, Indian Institute of Management, Kozhikode (India)
Valorization of Managerial Skills on Employability:
Case of Edugame “Managing a Sales Person with Problems”
Marie-Laure Weber, Université de Montpellier (France) | Christophe Fournier Université de Montpellier (France) | Antoine Chollet Université de Montpellier (France)

Increasing Employee Commitment in Sales Careers:
Drivers to Supervisor Commitment and the Impact of Emotional Intelligence
Michael Rodriguez, Skema Business School (France) | Scott Cohen, The University of Indianapolis (USA) | Stefanie Boyer, Bryant University (USA) | David Locander, University of Tennessee at Chattanooga (USA)

Manager’s Indecisiveness: Effect on Salesperson’s Job Performance and Work Stress
Jay Mulki, Northeastern University (USA) | Jobst Görne, Hochschule Aalen (Germany) | Kenichi Hosoi, Hiroshima University of Economics (Japan)

15:30–16:00 Coffee Break
16:00–17:15 SPECIAL SESSION:
Sales Enablement
Howard Dover, University of Texas, Dallas (USA) | Robert Peterson, Northern Illinois University (USA) | Tamara Schenk, CSO Insights Miller Heiman Group

17:15–18:15 GSSI Country Representative Meeting
19:30 Social Program: Traditional Viennese Heuriger

Friday | June 8, 2018

08:00–09:30 GSSI Board Meeting

09:30–10:00 KEYNOTE:
Kristjan Ambroz (Managing Director Semperit Reifen GmbH, Continental AG)
“Sales Excellence in Disruptive Environments – How to Lead, Motivate and Coach the Sales Force”

10:00–10:30 Coffee Break

10:30–12:30 RESEARCH TRACK:
Enabling Tomorrow’s Salespersons
Session Chair: Annie Liu, Texas State University (USA)

Understanding the Lifelong Learning of B-To-B Salespeople in the Omnichannel Selling Environment
Sini Jokiniemi, Turku University of Applied Sciences (Finland)

Why do Competitive Salespeople Leave: The Role of Meaningful Job
D. Joel Whalen, DePaul University (USA) | Jay Mulki, Northeastern University (USA)

Does Delay of Gratification of Physical and Social Needs Predict Salesperson Customer Orientation?
Vaibhav Chawla, Indian Institute of Technology, Chennai (India) | Guda Sridhar, Indian Institute of Management, Kozhikode (India)
The Influence of Time Aspects on Sales Process Characterization in B2B Business
Jobst Görne, Hochschule Aalen (Germany) | Alexander Grohmann, Digital Enabler GmbH (Austria) | Kenichi Hosoi, Hiroshima University of Economics (Japan)

12:30-13:30 Awards Lunch

13:30-15:30 RESEARCH TRACK:
Refining Tomorrow’s Selling Skills
Session Chair: Jobst Görne, Hochschule Aalen (Germany)

Digital & Social Selling Index: An Empirical Investigation into Its Nature, Antecedents and Consequences
Paolo Guenzi, SDA Bocconi School of Management (Italy)

The Business Type as the Starting Point for Digital Transformation in Sales Management
Stefan Wengler, Hof University of Applied Sciences (Germany) | Gabriele Hildmann, KAIROS GmbH (Germany) | Ulrich Vossebein, TH Mittelhessen University of Applied Sciences (Germany)

Selling to Knowledgeable Buyers: Examining Sales Interactions with Prospects at Various Stages in their Buying Process
Rhett Epler, University of Wyoming (USA)

15:30-16:00 Coffee Break

16:00-17:30 RESEARCH TRACK:
Collaborating with Tomorrow’s Business Customers
Session Chair: Joel Le Bon, University of Houston (USA)

Customers’ Perspective on Value-Based Selling: Customer Information Needs in the Buying Process
Anna Abramova, Hanken School of Economics (Finland)

The Dynamics of Buying: Criteria for Supplier Selection at the Final Stage of the Decision-Making Process
Pentti Korpela, Turku University of Applied Sciences (Finland) | Liisa Kairisto-Mertanen, Turku University of Applied Sciences (Finland) | Sirpa Hänti, Turku University of Applied Sciences (Finland)

Customer Switching Back Dynamics: The Power of Rebuilding Trust
Annie Liu, Texas State University (USA) | Richa Chugh, Maynooth University (Ireland) | Mark Leach, University of Wyoming (USA)

19:30 Conference Gala Dinner
**Saturday | June 9, 2018**

**09:00-11:00  RESEARCH TRACK:**

**Improving Tomorrow's Sales Communication**
Session Chair: Ilona Pezenka, FH Wien der WKW (Austria)

**Communication without Content: Can We Predict Sales Effectiveness Based on the Sellers’ Nonverbal Behaviors without Recording any Conversational Content?**
Sandra Pauser, University of Vienna (Austria) | Udo Wagner, University of Vienna (Austria)

**How Active Empathic Listening Predicts Success in B2B Sales Meetings**
Timo Kaski, Haaga-Helia University of Applied Sciences (Finland) | Martiina Roos-Salmi, Haaga-Helia University of Applied Sciences (Finland) | Yvonne Karsten, Snellman Institute (Finland) | Suvi Stack, Haaga-Helia University of Applied Sciences (Finland)

**Dialogue as Co-Creation of Value**
Karina Burgdorff Jensen, Aalborg University (Denmark)

**The Role of Expertise and Handling of Objections on Sales Performance:**
**Examining the Mediating Roles of Task Overload and Job Satisfaction**
Bruno Lussier, HEC Montréal (Canada)

**11:00-11:30  Coffee Break**

**11:30-12:45  SPECIAL SESSION:**

**Moving Beyond a Role Play-Centric Curriculum**
Robert Peterson, Northern Illinois University (USA) | Howard Dover, University of Texas, Dallas (USA) | Joel Le Bon, University of Houston (USA)

**12:45  Conference Closing / Outlook GSSI 2019**
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<tr>
<th>PARTICIPANTS</th>
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