



# GLOBAL SALES SCIENCE INSTITUTE

## Call for Papers

### Global Sales Science Institute 7th Annual Conference

*June 26-28, 2013, Aalen, Germany*

#### **Sales 3.0: Personal Selling in the Digital World**

*Sales 1.0* was the peddler's era, which gave way to *Sales 2.0*, characterized by consultative and solutions selling in the 1990s and early 2000. There is a growing realization that in the current digital age, sales practices are entering the *Sales 3.0* era, wherein solution selling and consultative selling are morphing into new form of selling.

The Global Sales Science Institute (GSSI) 2013 conference in Aalen, Germany, will explore the challenges and opportunities in the *Sales 3.0* era with both practitioners and academics to get their perspectives on the changes in the field.

The GSSI 2013 Conference, co-organized by Aalen University (Germany), will be at the **RAMADA**, Aalen, Germany from June 26-June 28, 2013. GSSI is an international network formed in 2007 by both academics and practitioners involved in sales & sales management. Its intent is to build knowledge and practice within the sales & sales management areas around the globe. GSSI focuses on further advancing global collaboration in sales research, practice, and education.

The conference will have presentations of peer-reviewed papers, as well as panel discussions and invited keynote addresses by noted practitioners. All topics related to sales management and personal selling are invited. The papers can range from theory development to concepts for measurements and modeling to testing propositions in empirical or experimental studies. Papers based on cross-cultural studies and having international implications are particularly welcome. You can submit full paper or a five page structured abstract.

Deadline for papers: Feb 28, 2013

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