



## CALL FOR PAPERS

### **“SELLING IN A FULLY-PARTICIPATIVE SOCIETY”**

As technology continues to flatten the global marketplace, instantaneous access to information prompts business and consumers to engage with products and companies at higher levels. Such increased involvement coupled with opportunities to co-create value during the sales exchange results in a society that is more fully participative in the sales process. Moving far beyond the exchange of goods and services, the co-creation of value during the sales and communications processes has challenged traditional views of selling and creates new opportunities for sales research, practice and education.

GSSI 2012 in Turku, Finland will feature peer-reviewed papers, panel discussions and invited keynotes on sales and sales management. Theoretical, conceptual, measurement, modeling, empirical, experimental and cross-cultural papers are all welcome. Topics can relate (but are not limited) to the following:

1. Collaborating, co-producing and creating: adapting selling processes, sales and sales management strategies and techniques to engage with a fully-participative society
2. Addressing customer and consumer expectations while involved with the sales process
3. Leveraging technology in the participative sales exchange
4. Identifying the limits of customer participation and aligning organizational strategy
5. Managing resources to allow customer engagement while maintaining reasonable balance for those in customer-interfacing roles and functions
6. Optimizing social networks and social media for business growth and customer satisfaction
7. Managing people and messages across multiple platforms
8. Teaching sales innovatively and inspiring student engagement

#### DEADLINE FOR PAPER AND PROPOSAL SUBMISSIONS:

Please submit papers, panel discussions and special sessions to [www.gssi2012.com/callforpapers](http://www.gssi2012.com/callforpapers) by **February 29, 2012**. Author(s) will be contacted by the end of March with the peer-review results.

#### **Early Registration (by April 13, 2012)**

- 240€ / \$315 (US) for GSSI Members
- 300€ / \$390 (US) for Non-GSSI members

#### **Late Registration (by May 18, 2012)**

- 300€ / \$400 (US) for GSSI Members
- 375€ / \$490 (US) for Non-GSSI members

The GSSI 2012 Conference is co-organized by Turku University of Applied Sciences and Baylor University's Center for Professional Selling.

GSSI (Global Sales Science Institute) is an international network of academics and practitioners involved in sales and sales management. GSSI brings together scholars and practitioners to advance global collaboration in sales research, practice and education.

*additional conference information can be found online at*

**[www.gssi2012.com](http://www.gssi2012.com)**