

Special Session:

Global Experts' Perspectives on Sales Force Compensation Practice: State-of-the-Art and New Research Directions

Moderators

Murali K. Mantrala, PhD, Trulaske College of Business, University of Missouri (USA)

Kalyan Raman, PhD, Medill School of Journalism, Media, Integrated Marketing
Communications, Northwestern University (USA)

Assistance from Jenna Massey, The Medill School, Northwestern University

Abstract

The purpose of this special session at the GSSI Conference in Turku is to gather and present the views and insights of a 'virtual' panel of global experts on the topic of **sales force compensation planning & incentives planning (SCIP)**. The aim of this research is to present (1) insights into the '*State of the Art*' and '*What's on the Horizon*' in sales force compensation management in various regions of the world; and (2) perspectives on '*Promising Avenues for New Global Research & Collaborations*' from selected academic and consulting experts from four major geographic regions, namely, North America, Europe, China, and India. Currently, there is a paucity of knowledge on the state of sales force compensation practice and research worldwide and this GSSI session is intended to *contribute to* and be a *catalyst* for the advancement of this knowledge.

Virtual Panelists



H.C. Sönke Albers, PhD

Dean of Research and Professor of Marketing and Innovation, Kühne Logistics University (Germany)

Dr. Sönke Albers is Dean of Research and responsible for faculty development and ensuring that KLU becomes a research-oriented university that is internationally competitive. He is also a Professor of Marketing and Innovation. Before joining KLU he was a Professor of Marketing at WHU and the University of Lüneburg. After that he served more than 20 years as Professor of Innovation, New Media, and Marketing at Christian-Albrechts-University at Kiel, Germany. He holds a doctorate in Operations Research from University of Hamburg. He was a Rector of WHU, and a Dean of the School of Business Administration, Economics, and Social Sciences of Christian-Albrechts-University at Kiel. He is Fellow of the European Marketing Academy and served as President of the German Academic Association for Business Research which comprises nearly all 2000 business professors in Germany, Austria and Switzerland. He is also a member of the Academy of Sciences in Hamburg. Prof. Albers' research interests are lying in the areas of marketing planning, sales management, and diffusion of innovations. He is author of about 150 articles in international and German journals such as Marketing Science, Journal of Marketing Research, International Journal of Research in Marketing and published over 15 books. As a result, he was ranked number 7 in publication productivity by Handelsblatt in 2009. He is editor-in-chief and department editor Marketing of BuR – Business Research and on the editorial boards of the International Journal of Research in Marketing and other journals.

He recently was selected to receive the 2011 EMAC Distinguished Marketing Scholar Award. The award marks the highest honor that a marketing scholar in Europe can receive and recognizes Sönke Albers' extensive and impactful research publications as well as his outstanding contributions to the European Marketing Academy (EMAC), the largest association of marketing scholars in Europe. Since 2009 Prof. Albers is editor-in-chief and department editor marketing of the open access journal BuR – Business Research. If you are interested in reading the articles you can download them for free from www.business-research.org. Please submit your best work to this journal.



Chad Albrecht

Sales Compensation Practice Leader at ZS Associates
[Greater Chicago Area Management Consulting \(USA\)](#)

Chad Albrecht is a Principal with ZS Associates and leads the sales compensation practice for the B2B and Medical Products verticals. Chad is a Certified Sales Compensation Professional (CSCP) and has 15 years consulting experience with Hewitt Associates and ZS Associates. Chad consults with clients to create and implement motivational sales incentive plans and set fair and challenging sales quotas. Chad has worked with clients in many industries including medical devices, high tech, business services, distribution, telecom, financial services, and manufacturing. Chad is the author of several articles in publications including *Compensation and Benefits Review*, *World at Work Journal*, and *Workspan*. In addition, Chad previously wrote the monthly “Incentive Insights” column for *Sales and Marketing Management* magazine and is a regular speaker at conferences.

Chad has an MBA degree with distinction from the University of Michigan and Bachelors degree in Computer Science from the University of Iowa.



Anne Coughlan, PhD.

John L. and Helen Kellogg Professor of Marketing, Northwestern University (USA)

Anne Coughlan is the John L. & Helen Kellogg Professor at the Kellogg School of Management. She joined the faculty in 1985. Coughlan’s main research interests are in the areas of distribution channels, sales force management and compensation, and pricing. Current research projects include modeling optimal sales force diversification and group incentive payments; and an international study of how taxation policies and job challenge interact in the setting of sales compensation in several European countries. Anne is the lead author of *Marketing Channels* (a textbook originally published in 1996 and now in its seventh edition from Prentice Hall). She serves as Area Editor and member of the editorial board of *Marketing Science*, as Co-Editor of the SSRN Quantitative Marketing Research Network, and as a member of the editorial board for the *Review of Marketing Science*. For her excellence in teaching, jnCoughlan received the Sidney J. Levy Teaching Award in 2000-01. She teaches classes on distribution channel strategies at the MBA level, and quantitative models in marketing at the doctoral level.

Coughlan received her Ph.D. in Economics at Stanford University. Prior to her appointment at Kellogg, she was a professor at the business school of the University of Rochester.



Songjun Luo, PhD

Principal at ZS Associates [China Management Consulting](#)

Songjun Luo has been with ZS Associates since 1994. He became the first member of the firm's dedicated team for the incentive compensation practice in 1997, and led the practice by formalizing concepts, standardizing methodologies and processes in incentive plan design and quota setting between 1998-2003. During this period, he led and participated in over 30 incentive compensation projects in different industries (pharmaceuticals, medical devices, high-tech, finance, insurance, and media) and countries. Subsequently, Songjun led the firm's effort to enter the China market between 2004-2008. Songjun helped open the firm's China office in Shanghai in 2008 and has led the growth of the firm's business in China since then. Songjun has authored numerous articles and white papers on the topic of sales force compensation and incentive planning.

Songjun holds a Ph.D in Management Science from the University of Texas, Austin; an MBA from the University of Northern Iowa, and a BS in Mathematics from Guangxi University, China.



Ramendra Singh, PhD

Assistant Professor , Indian Institute of Management, Calcutta (India)

Prof. Ramendra Singh is an assistant professor (Marketing) in Indian Institute of Management, Calcutta, one of the top B-school in Asia. He has also taught as visiting faculty at various reputed B-schools including National Institute of Design, IMT Nagpur, Nirma University and Institute of Petroleum Management Gandhinagar. He is one of India's foremost scholars in the domain of sales force management has published research papers in top international journals such as the *Journal of Business & Industrial Marketing*, *Industrial Marketing Management*, and *Journal of Global Marketing*.

Ramendra is a graduate of the FPM (Fellow Program in Management (*FPM*) - the doctoral program of the Indian Institute of Management, Ahmedabad-) and holds a postgraduate diploma in management (MBA) from the Xavier Labor Relations Institute, Jamshedpur; and a B.Tech. degree from Indian Institute of Technology – Benares Hindu University.

Moderators



Murali K. Mantrala, PhD is Sam M. Walton Distinguished Professor of Marketing at the University of Missouri, Columbia (MU). Previously, he was J.C. Penney Associate Professor and Research Director, Center for Retailing Research and Education, at the University of Florida, Gainesville (1995-1998) and then Manager at ZS Associates, Evanston, Illinois (1999-2003). Earlier in his career, Murali was a sales executive at Sandoz Pharmaceuticals, Bombay, India for four years (1976-1980). Murali's research interests fall in the areas of sales resource allocation & compensation design, media marketing mix modeling, two-sided markets, retail assortment and pricing strategies. His publications appear in *International Journal of Research in Marketing*, *Journal of Marketing (JM)*, *Journal of Marketing Research (JMR)*, *Journal of Retailing (JR)*, *Marketing Letters*, and *Marketing Science (MKS)*, among other journals. Two of his papers in *JMR* were finalists for the O'Dell Award and another in *MKS* won the Bass Award. He is an Associate Editor of *JR*, and serves on editorial boards of *JM*, and *Journal of Personal Selling and Sales Management*. In 2010, he received the Humboldt Research Award from the Alexander Humboldt Foundation in Germany for lifetime research contributions. He was a co-chair of the 43rd AMA Sheth Foundation Doctoral Consortium at MU in 2008 and the biannual Enhancing Sales Force Productivity Conferences in 2006 and 2008.

Murali holds a PhD in Marketing from Northwestern University; MBAs from the University of Minnesota, Minneapolis, and Indian Institute of Management, Calcutta; and a BS (Honors) in Physics from University of Delhi, India.



Kalyan Raman, PhD

Professor in the Medill Integrated Marketing Communications department and Courtesy Professor of Marketing in the Kellogg School of Management, Northwestern University; and Associate Faculty in the Center for Complex Systems at the University of Michigan.

Kalyan attended graduate school at *Purdue University*, W. Lafayette, Indiana, and obtained a Ph.D. in Marketing from the *University of Texas at Dallas* and a Ph.D. in Electrical Engineering from Wayne State University. He holds a M.S. in Statistics and minors in Mathematics and Mathematical Economics. He has published articles in *Marketing Science*, *Management Science*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Marketing Letters*, *International Journal of Research in Marketing*, *Automatica*, *Optimal Control Applications & Methods*, *Applied Mathematics Letters*, *European Journal of Operational Research*, and other scholarly journals. Kalyan was a finalist for the prestigious William F. O'Dell award in 2008 and in 1999. Kalyan specializes in the optimization of marketing decision problems with long-term and uncertain consequences—specifically in the areas of integrated marketing communications, sales force management, and the marketing mix.



Jenna Massey, Adjunct Assistant

Jenna Massey is an alumnus of Northwestern University and is an adjunct lecturer in Integrated Marketing Communications at Medill. Massey previously worked in McCann-Erickson, Motorola and Samsung marketing communications departments. After graduating from the IMC program, she has been working as a product manager at Design Factory International for the past five years. The courses she teaches include Marketing Management, IMC Strategic Process and Media Economics and Technology.