



## CALL FOR PAPERS

### Global Sales Science Institute (GSSI) Conference 2019

*The Sales Ecosystem – Defining and Exploring how Various Levels of Connection and Interaction Affect the Selling Process*

June 5th – 8, 2019 in Panama City, Panama

Using the Ecological System (Bronfenbrenner 1979) as a metaphor, there are five systems of interaction and connection that influence and create sales experiences:

**Microsystems** – The interaction of direct contact or bi-directional relationships (i.e., *the interaction between the sales representatives and their customers*)

**Mesosystems** – The interaction between microsystems or multidirectional relationships (i.e., *the interaction between the customer and other people in the sales representative's organization*)

**Exosystems** – This is the indirect connection with individuals and organizations that affect relationships within the microsystem (i.e., *the interaction between the customer of your customer*)

**Macrosystems** – The connection with macro-environmental elements that affect sales (i.e., *the effects of large institutions on the sales process including government, economy, culture etc.*)

**Chronosystems** – The pattern or the history of interactions over the life course of the relationship (i.e., *the effects of relationship history on the sales process*)

This conference encourages researchers to develop theory concerning the interaction and connection that occurs at any of these levels. More specifically we are interested in ***how the level and characteristics of interactions in the “sales ecosystem” transforms buying, creates global business opportunities, affects the adoption and application of technical innovation, facilitates/hampers collaboration between marketing and selling operations within a global organization.***

### **Topics of Interest**

Professional selling, buyer-seller interactions including but not limited to:

- B2B selling
- Customer relationship management in a sales ecosystem
- Customer engagement and retention in a sales ecosystem
- Relationship building
- Key account management
- Sales negotiations
- Comparisons or assessments of selling techniques and strategies
- Adapting selling style to customer’s buying process
- Adapting selling style to bridge cultural gaps between the sales representatives and their prospects
- Challenges in co-creating cost-effective value propositions
- Cross cultural comparisons on buyer-seller interactions and co-creation processes

Other topics of interest include but not limited to:

- Sales Management, Sales leadership, organizational enablers
- Leading, managing, motivating, coaching a multi-cultural sales force
- Cross- cultural comparisons on sales management and sales leadership
- Managing and leading global sales teams in rapid changing environments
- Selling by creating connections and collaborating through networks
- Managing and leading sales teams with differences in age, ethnic and gender
- Re-defining sales roles in the face of emerging technical innovations
- Sales and marketing connectedness and alignment
- Sales education, Sales training and HR aspects of Sales
- Cross cultural comparisons of the application of technical innovations to improve sales efficiency and effectiveness
- Effective training and development of sales managers and salespeople
- Skills and capabilities needed in the sales ecosystem
- Sales Enablement

### **Deadlines**

- **Papers and Round Table Submission Deadline:** January 9, 2019
- **Co-Chairs Decision to Authors:** February 14, 2019
- **Final Formatted Paper Version Deadline:** April 27, 2019

### **Competitive Paper Submissions**

The conference welcomes both empirical and theoretical papers related to all aspects of professional selling, sales negotiation, sales management, marketing and sales interfaces. Papers, which connect science with practice and those which explore sales ecosystems are especially encouraged. It is mandatory that at least one author of the 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 above. There will be awards for the Best Empirical Paper, Best Theoretical Paper, and Best Doctoral Student Paper.

### **Special Sessions (Practitioner Focused)**

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 practitioners with new perspectives, theories, and provocative ideas. The intent of the special session is 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 student papers (empirical or conceptual) related to any selling and/or sales management issue. Submitted papers must be authored by students (single or multiple authors are acceptable) who are candidates for degrees in marketing and sales or a closely related field at an accredited university. Upon submission, please mention that the paper has been authored (or co-authored) by student(s).

### **Roundtables**

Roundtables provide an opportunity for a group of researchers/company representatives to discuss cutting-edge research ideas and/or technical issues (e.g., artificial intelligence applications in sales, selling in start-ups/SME's, mobility and/or intersectional qualitative techniques, sales teaching etc.), generate new ideas, develop collaborative relationships, and share their interests with the broader GSSI community. Roundtables are intended to focus on a specific topic or issue, and are deliberately structured to be open-ended to encourage new ideas and insights. Roundtables are designed to complement the more formal presentations in competitive papers and special sessions. We encourage roundtable organizers and participants to plan and exchange ideas before the official roundtable discussions to increase benefits from the session.

Roundtables will be formed on an application process. We ask that you submit joint proposals that include a minimum 3-5 additional people who have agreed to attend and participate in the Roundtable session. Roundtable proposals will be included in the conference proceedings. Competitive papers, doctoral student papers, special session and Roundtable proposals should be submitted electronically to [GSSI2019@gmail.com](mailto:GSSI2019@gmail.com) following the submission guidelines below.

***We look forward to seeing you in Panama!***

**Submission Guidelines for Empirical, Theoretical, Doctoral Student Papers  
and Special Session Proposals – Publication of Proceedings of the  
Conference**

Please submit your full paper, including the main research question(s), theoretical framework, methods/results (wherever applicable), and discussion sections (practical and managerial outcomes for companies). 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*. The paper should be submitted electronically in Microsoft Word format to [gssi2019@gmail.com](mailto:gssi2019@gmail.com) no later than Wednesday, January 9, 2019. Unlike the previous years, we do not limit the length of the paper any more.

Please submit 4 files.

- The **first file** contains the complete manuscript including author (s) information (names, affiliation, address, phone and email).
- The **second file** should not contain any author information. It is used for the reviewing process. Papers will be reviewed using a double-blind review process. Authors should avoid revealing their identities in the bodies of the second paper.
- The **third file** should highlight the relevance and applicability of the paper for practice, research and teaching and should not exceed one page.
- The **fourth file** is the duly filled acceptance of the publication sheet for the proceedings of the conference, see below.

Each submission will be evaluated on the importance and potential contribution of the sales topic, the managerial and practical outcomes, quality of conceptual development, sampling and methodology. *Note: Final versions of accepted papers will be due to the proceedings editor by April 27, 2019 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) the full paper or
- c) the full paper 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:

1. Not have been previously published,
2. Not have been accepted for publication elsewhere
3. Not be under consideration for review for publication elsewhere.

**Prerequisite:**

At least one author of an accepted paper must:

- appear at the conference to present the paper,
- return by the deadline a properly finally formatted version of the paper
- register for the conference by the conference registration deadline.

***For more information about GSSI Conference, please contact the  
Conference Co-Chairs.***

***Dr. Lenita Davis***

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For the publishing agreement see below





# GLOBAL SALES SCIENCE INSTITUTE

## Agreement for publication

Paper Title: \_\_\_\_\_

I/we agree that the GSSI is entitled to publish my/our paper and/or presentation that I/we delivered to the 2019 conference in Panama City, Panama

Short abstract (100 words) can be published  
Paper can be published  
Presentation can be published

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

The GSSI Kindly asks the authors to make sure that their contribution does not conflict with copyrighted materials, such as protected photos, artwork, quotes, etc.

Copyrights are respected

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Signed for all authors: \_\_\_\_\_

Date:

Place:

List all authors: