

Conference Program

9th Global Sales Science Institute Conference on “Sales Force Skill Development: How Can We Improve Selling Ability?”

Seifu-kan (成風館) , Miyajima, Hiroshima, June 12-15, 2015

Thursday, June 11, 2015	
13:30-16:00	Tour of Miyajima Island (Gather at Seifukan)
18:00-20:00	Opening Reception : Hotel Kikunoya (菊乃屋)
Friday, June 12, 2015	
07:45-09:15	GSSI Board Meeting
08:30-09:15	Conference Registration
09:15-09:30	Welcome Opening from Conference Co-Chairs
09:30-10:15	Keynote Speaker - Mr. Atsushi Iimuro, General Manager, Life Sciences, GE Healthcare, Japan
10:15-10:45	Coffee break
10:45-12:00	<p>Competitive Paper Session: Sales Education and Creativity</p> <p>Heidi Kock, Haaga-Helia University of Applied Sciences, Finland The Importance of Teaching Sales Skills to Other Audiences: The Case in Information Technology Education</p> <p>Sami Kalliomaa, JAMK University of Applied Sciences, Finland Business Students' Feedback on Learning with PBL and CBL: Applications in Sales Management and Professional Selling Courses</p> <p>David Shepherd, Georgia Southern University, U.S.A. Felicia Lassk, Northeastern University, U.S.A. Team Creativity as a Mediator of Team Leader Emotional Intelligence and Team Performance</p>
12:00-13:00	<p>Special Session: George Chressanthis, Temple University, U.S.A. Future Directions for a Pharmaceutical Sales Science: Academic and Practitioner Perspectives with Applications for Other Industries</p>
13:00-14:00	Lunch break
14:00-14:30	<p>Special Session Roger Byatt, University of Portsmouth, U.K. Florin Vladica, University of Portsmouth, U.K. Ed Bradford, Market2Win Using Business Games in Sales and Marketing Strategic Skills Development: A Case Study of Market2Win and SAM2Win</p>
14:30-15:30	<p>Special Session: Liisa Kairisto-Mertanen, Turku University of Applied Sciences, Finland Ellen Bolman Pullins, University of Toledo, U.S.A. Deva Rangarajan, Vlerick Business School, Belgium Karl Pinczolits, Fachhochschule Wiener Neustadt, Austria Sirpi Hänti, Turku University of Applied Sciences, Finland Possibilities of Sales Competitions in Sales Training: Multicultural Experiences and Challenges</p>

15:30-15:45	Coffee break
15:45-16:30	Special Session Robert Peterson, Northern Illinois University, U.S.A. National Culture and Business Roadblocks: A Group Discussion on Japanese Uniqueness
16:30-16:45	Coffee break
16:45-18:00	Competitive Paper Session Cross-Functional Integration Deva Rangarajan, Vlerick Business School, Belgium Robert Boule, Vlerick Business School, Belgium Bert Weijters, University of Gent, Belgium Bert Paesbrugge, Vlerick Business School, Belgium Sales and Operation Integration: The Role of Collaboration and Alignment George J. Avlonitis, Athens University of Economics and Business, Greece Exploring the Services and Outcomes of Marketing-Sales Conflict Ravi Sohi, University of Nebraska-Lincoln, U.S.A. Avinashe Malshe, University of St. Thomas, U.S.A. Sales and Marketing: Two Coins or Two Sides of the Same Coin?
19:00	Dinner: kurayado IROHA (蔵宿いろは)
Saturday, June 13, 2015	
08:30-09:00	GSSI As An Organization: Update from the Steering Committee & Annual Business Meeting Speaker to be determined
09:00-09:45	Special Session Michael Rodriguez, Elon University, U.S.A. Andrea Dixon, Baylor University, U.S.A. Global Fortune 500 Sales Organizations: Workshop Session to Generate Future Knowledge
09:45-11:15	Competitive Paper Session Managing the Sales Process and Key Accounts Pia Hautamaki, Haaga-Helia University of Applied Sciences, Finland How Does Complexity Impact Salesperson Ability to Get the Appointment? Felix Weispenning, Coburg University of Applied Sciences, Germany Effectiveness of Sales Leadership: A Meta-Analysis and an Assessment of Causal Effects John Wilkinson, University of South Australia, Australia Key Account Management in Professional Service Firms: An Exploratory Study Stefan Wengler, Hof University, Germany Breeding the Key Account Manager of Tomorrow J. Andy Wood, James Madison University, U.S.A. On the Origin of Nonverbal Signals of Trustworthiness: A Marketing Perspective
11:15-11:45	Coffee break

11:45-13:00	<p>Competitive Paper Session: Skills and Channels</p> <p>Lenita Davis, University of Alabama, U.S.A. Andrea Dixon, Baylor University, U.S.A. Ellen Bolman Pullins, University of Toledo, U.S.A. When to Fragment? Developing a New Theoretical Framework for Sales Channels in a Dynamic Environment</p> <p>Joel LeBon, University of Houston, U.S.A. It's Not About the Buying Customer, It's About the Paying One: Sales Skills that Make Customers Pay Faster</p> <p>Felix Weispfenning, Coburg University of Applied Sciences, Germany Sales Managers' Mental Representations of Leadership Effectiveness: A Cross-Functional Perspective</p>
13:00-14:00	Lunch Break
14:00-15:00	<p>Special Session Revising Roundtable</p> <p>Uwe Jaeger, Hochschule der Medien, Stuttgart, Germany Innovation Potentials of Co-Creation for Manufacturing Service Providers: The Case of the Printing Industry</p> <p>Gabriele Hildmann, Project Manager Innovation Platform, Germany Ulrich Vossebein, Technische Hochschule Mittelhessen, Germany The German Energy Industry: New Challenges Facing Salesforces</p> <p>Masayuki Takigawa, Kwansei Gakuin University Graduate School, Japan Takashi Kawashima, Kwansei Gakuin University Graduate School, Japan Kazuhiro Noborisaka, Kwansei Gakuin University Graduate School, Japan Toshihiro Ueda, Kwansei Gakuin University Graduate School, Japan Shinji Hongo, Kwansei Gakuin University Graduate School, Japan Kotaro Mukai, , Kwansei Gakuin University Graduate School, Japan Hozumi Waki, , Kwansei Gakuin University Graduate School, Japan Relationship Between Sales Styles and Customer Values Created by Salespersons</p>
15:00-15:30	Coffee Break
15:30-16:15	<p>Special Session Meet the Editors</p> <p>Doug Hughes, Michigan State University, U.S.A. <i>Journal of Personal Selling & Sales Management</i></p> <p>Robert Peterson, Northern Illinois University, U.S.A. <i>Journal of Selling</i></p>
16:15-17:00	<p>Special Session LinkedIn as a Global Sales Tool</p> <p>Robert Nadeau, Plymouth University, U.S.A.</p>
18:00	Gather at Miyajima Ferry Terminal
19:00	Gala Dinner: Sekitei (石亭) , Traditional Japanese Restaurant
Sunday, June 14, 2015	
9:15-9:30	Opening Remarks – Conference Co-Chairs
9:30-9:45	<p>Special Session:</p> <p>Andrea Dixon, Baylor University, U.S.A. Developing and Connecting Globally the Sales Area</p>
9:45-10:15	<p>Special Session</p> <p>Arndt Borgmeier, Aalen University of Applied Sciences, Germany European Sales Contest</p>

10:15-11:15	Coffee Break
11:15-12:15	<p>Competitive Paper Session – The Buyer-Seller Interface:</p> <p>Timo Kaski, Haaga-Helia University of Applied Sciences, Finland Ellen Bolman Pullins, University of Toledo, USA Pia Hautamaki, Haaga-Helia University of Applied Sciences, Finland Heidi Kock, Haaga-Helia University of Applied Sciences, Finland Anni Piispanen, Haaga-Helia University of Applied Sciences, Finland Comparisons of B2B Buyer versus Salesperson Expectations for an Initial Sales Meeting</p> <p>Jobst Görne, Germany Setting Priorities in B2B Customer Portfolio Management: Aspects of Customer Ranking Lists</p> <p>George Chressanthis, Temple University, U.S.A. Andrew Sfekas, Temple University, U.S.A. Pratap Khedkar, ZS Associates, U.S.A. Nitin Jain, ZS Associates, U.S.A. Prashant Poddar, ZS Associates, U.S.A. Determinants of Pharmaceutical Sales Representative Access Limits to Physicians</p>
13:00 – 14:30	Farewell Luncheon – Mizuha (芝居茶屋 水羽)

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