



The [Global Sales Science Institute \(GSSI\)](#) Conference is a unique gathering of international scholars and practitioners interested in sharing and advancing cutting edge professional selling and sales management practices, research, and education. In keeping with its title, the GSSI Conference takes place in a different country every year. The upcoming 2022 GSSI Conference will be held in Frankfurt, Germany, and will be co-hosted by *Hof University of Applied Sciences*, *Technische Hochschule Mittelhessen* and the *University of Toledo*.

Call for Papers

“Creating Value for Customers and Companies in a Changing World”

In the pursuit of sales excellence and profitability, companies and their salesforces must adapt to the new realities of the COVID-19 pandemic, political changes, environmental crises and rapid technological advancements. The 2022 GSSI Conference will focus on how salesforces can successfully navigate such a dynamic world to create value for both their customers and their own companies. Accordingly, the topics of interest include, but are not limited to:

- **Sales management, sales leadership, organizational enablers**
 - B2B markets
 - Leading, managing, motivating, coaching the sales force in disruptive environments
 - Cross cultural comparisons in sales management and sales leadership topics
 - Managing and leading virtual sales teams in rapidly changing environments
 - Managing and enhancing salespeople’s job satisfaction and subjective well-being
 - Managing and leading different generations of salespeople
 - Leveraging emerging sales technologies
 - Sales and marketing alignment
 - Role of marketing in enabling the sales process and sales performance
 - Effective training and development of sales managers and salespeople
 - Sales enablement
 - Sales excellence
 - Sales automation
 - Sales technologies
- **Professional selling, buyer-seller interactions**
 - B2B selling
 - Customer relationship management
 - Customer engagement and retention
 - Key account management
 - Sales negotiations

- Comparison, assessment of selling techniques and strategies
- Differentiation through selling sustainable products and value propositions
- Adapting selling styles to customers' buying processes
- Value creation and co-creation
- Cross cultural comparisons in selling and buyer-seller interaction topics

Competitive Paper Submissions

The 2022 GSSI Conference welcomes both empirical and theoretical papers related to all aspects of professional selling, sales negotiation, sales management, sales leaderships, sales enablement, and marketing and sales interfaces. Papers that connect science with practice and those that explore interesting new concepts, directions, and important developments in sales are especially encouraged. Competitive papers should be submitted in the form of a maximum 3,600-word extended abstract (see submission guidelines below).

Competitive papers are reviewed following a double-blind process and accepted papers will be presented during the conference. There will be awards for the *Conference Best Empirical Paper* and the *Conference Best Theoretical Paper*. Key dates for competitive papers are as follows:

- Competitive Papers Submission Deadline: January 31, 2022
- Co-Chairs Decision to Authors: February 28, 2022
- Final Formatted Paper Version Deadline: April 25, 2022

Journal of Business & Industrial Marketing Special Issue

In collaboration with the editors of the Journal of Business & Industrial Marketing, the Conference Hosts plan to publish a *Special Issue* on the conference topic. All accepted competitive papers are encouraged to submit to the special issue. The submission window for complete papers will open immediately after the conference and last approximately 3 months. More details and dates for revision submissions will be announced in the future.

Special Sessions

The 2022 GSSI Conference will host various special sessions and is open to new special session topics and suggestions. Special sessions provide a good vehicle to acquaint sales academics and professionals with new perspectives, theories, and provocative ideas, and to bring diverse participants together around a common theme, or to integrate academically-minded practitioners into the conference. If you have any ideas for hosting a special session, please feel free to contact Conference Co-Chair (Catherine.johnson3@utoledo.edu) in advance.

In addition, the conference will address best practices in sales education making the conference an excellent venue for sales educators looking for professional development opportunities.

Doctoral Student Sales Research Program

There will be a special competitive session for doctoral student papers (empirical or conceptual) related to any selling and/or sales management issue. Submitted papers must be authored by doctoral students (single or multiple authors are acceptable) who are candidates for degrees in marketing or a closely related field at an accredited university. Upon submission, please mention

that the paper has been authored (or co-authored) by doctoral student(s). There will be an award for the *Conference Best Doctoral Student Paper*.

Conference Venue & Fees

The conference will be held at the *Mövenpick Hotel Frankfurt City*, Germany. The hotel is located in the city center of Frankfurt am Main and will provide us a cozy place to convene and stay. More details on the conference venue and hotel rates will be provided soon.

The conference fee for regular conference participants will be at USD 690,- (early bird at USD 590,- [until Mar31, 2022]). Doctoral students will be charged with a fixed amount of USD 500. In case of a successful paper submission, the Sales Education Foundation (SEF) will waive the conference fees for these Doctoral Students. All other (Doctoral) Students, who are planning to just participate, will get a USD 250 stipend.

Additional Announcements

Competitive Papers, Doctoral Student Papers and Special Session Proposals should be submitted electronically to Catherine Johnson (Catherine.johnson3@utoledo.edu) following the submission guidelines below. In case of paper acceptance, it is mandatory that at least one author of each accepted paper registers for and presents the paper at the conference.

Despite the continuation of the Covid-19 pandemic the GSSI Board as well as the Conference Chairs are hopeful that it can host the 2022 GSSI Conference in person. A final decision regarding the conference format (virtual or *in-person*) will be announced on February 28, 2022.

In the following weeks we will provide additional information on our conference. Please check our website www.gssi.world regularly for any updates for GSSI 2022 in Frankfurt!

We look forward to your submissions and to seeing you in Frankfurt!

Conference Co-Chairs:

Prof. Dr. Stefan Wengler, PhD
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Submission Guidelines for Competitive or Doctoral Student Papers and Special Session Proposals

A **3,600-word extended abstract** of your research, including the main research question(s), theoretical framework, methods/results (wherever applicable), discussion sections and management implications should be submitted electronically in Microsoft Word format to Catherine Johnson (Catherine.johnson3@utoledo.edu) no later than **January 17, 2022**.

Please submit 2 files. The first file should contain the complete abstract including author information (names, affiliation, address, phone, and email) as well as indicate if it is a competitive paper, doctoral student paper or a special session proposal. The second file should contain the complete abstract without author information. When you save the files, please include FULL in the filename for the one with author information and BLIND in the filename for the one without author information.

Papers will be reviewed using a double-blind review process. Authors should avoid revealing their identities in the bodies of their papers. 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 Business and Industrial Management* (please find the [JBIM website](#) here). The maximum length is 3,600 words, including the main research question(s), theoretical framework, methods/results (wherever applicable), discussion sections and management implications. Submissions that exceed the above guidelines will be immediately returned to the author for appropriate editing.

Each submission will be evaluated on the importance and potential contribution of the sales topic, quality of conceptual development, sampling, methodology, and the managerial relevance of the results.

Note:

Final versions of accepted abstracts will be due to the proceedings editor by April 25, 2022 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) a 3,600-word extended abstract (containing the short abstract)

shall be published OR

- c) 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 NOT:

- have been previously published,
- have been accepted for publication elsewhere,
- be under consideration or review for publication elsewhere.

You may submit for presentation a paper that has been presented previously, unless it has been published in a proceedings.

At least one author of an accepted paper must:

- appear at the conference to present the paper,
- return by the deadline a properly final formatted version of the paper (formatting instructions will be provided to the authors of accepted papers) to the proceedings editor for publication in the proceedings as an extended abstract (3,600 words) or as a short abstract (100 words), and
- register for the conference by the conference registration deadline.