



**Global Sales
Science Institute**


Creating Value for Customers and Companies in a Changing World

Program of the 15th Annual Conference
of the Global Sales Science Institute

**Frankfurt, Germany
June 8-11, 2022**

Conference Chairs: **Stefan Wengler**, Hof University of Applied Sciences, GER
Gabriele Hildmann, Frankfurt University of Applied Sciences, GER
Catherine M. Johnson, University of Toledo, USA
Ulrich Vossebein, THM University of Applied Sciences, GER

Conference Venue: **Mövenpick Hotel Frankfurt City**
Den Haager Str. 5 | 60327 Frankfurt am Main | Germany

In Collaboration with:  **SIG**
Selling & Sales Management

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	Wednesday June 8th, 2022	Thursday June 9th, 2022	Friday June 10th, 2022	Saturday June 11th, 2022
09:00 - 10:30		Key Note Science & Research Intro Kleinaltenkamp Discussion	Key Note Practice Intro Ivica Maurovic Discussion	Special Session IV Pedagogic Session New Insights into Sales Education Intro Hautamäki/Cuevas Klein/Rangarajan The evolving Role of Sales Managers Mukai Holopainen et al. Brassier Conclusion
10:30 - 11:00		Coffee-Break	Coffee-Break	Coffee-Break
11:00 - 12:30		CPS I Sales Enablement & Value Creation Intro Grohmann et al. von Wovern/Kwiatek Pentti Conclusion	CPS II Credibility, Authenticity and Trust in Sales Intro Eppler et al. Fischer et al. Hautamäki et al. Conclusion	CPS IV Improving the Understanding of Personal & Team Selling Intro Gerke/Kalwey Sun et al. Hough et al. Anderson et al. Niemann Conclusion
12:30 - 14:00		Lunch	Lunch	Joint Farewell-Lunch
14:00 - 15:30	Registration	CPS III Sales in Times of a Crisis & Change Intro Lussier et al. Mulki/Görne Gronover/Heinritz Conclusion	Special Session I Pullins Building a Framework for Understanding the Changing Sales Process Conclusion	CPS V Applying Digital Technologies in Sales Intro Bhatti/Burgdorff Heikinheimo/Hautamäki Sathiskumar/Andersen Ring et al. Conclusion
15:30 - 16:00	Break	Break	Break	
16:00 - 17:30	Registration	Forum for Collaborative Research	Special Session II (continued) Dover Can we harness the Potential of Sales Technology in a Post-Covid-19 World?	CPS VI Post-Covid Implications Intro Brassier/Martin Bullemore/Tautiva Honge Burgdorff et al. Nowlin Conclusion
18:00 - 19:00	Welcome Reception (Mövenpick Hotel) (incl. Dinner)	Boat Trip on River Main (incl. Dinner)	Conference Gala Dinner (Mövenpick Hotel)	
19:30/20:00				



Wednesday, 8th June 2022

- 14:00 – 18:00 **Registration**
- 18:00 – 22:00 **Social Event I: Welcome Reception**

Thursday, 9th June 2022

- 09:00 – 10:30 **Welcome Opening**
Catherine M. Johnson & Stefan Wengler
- Scientific Keynote**
Prof. Dr. Dr. h.c. Michael Kleinaltenkamp, Free University Berlin, Germany

10:30 – 11:00 *Coffee Break*

- 11:00 – 12:30 **Competitive Paper Session I: Sales Enablement & Value Creation**
Session Chair: N.N.

“Technology use in Buyer-seller interactions in B2B sales: How emotional detection and technologies can be applied in online sales negotiations?”

Alexander Grohmann, Aalen University of Applied Sciences, Germany
Sam Schweickhardt, Aalen University of Applied Sciences, Germany
Christophe Fournier, Université de Montpellier, France
Jobst Goerne, Aalen University of Applied Sciences, Germany

“Dimensions of Value Based Selling: the impact on company performance”

Poul von Wowern, VIA University College, Horsens, Denmark
Piotr Kwiatek, University of Applied Sciences Upper Austria, Austria

“Buyers’ interaction preferences: Towards a contextual understanding of B2B omnichannel buying behavior”

Pentti Korpela, Turku University of Applied Sciences, Finland

Competitive Paper Session II: Credibility, Authenticity and Trust in Sales

Session Chair: N.N.

“Walk the walk: A qualitative inquiry of how B2B salespeople establish credibility”

Rhett Epler, Old Dominion University, USA
Laurianne Schmitt, EM Strasbourg Business School, France
Frederik Beuk, University of Akron, USA
Mark Leach, University of Wyoming, USA

“Authenticity in sales - a bidimensional concept?”

Nadine Fischer, University of Montpellier, France
Christine Lai-Bennejean, Emylon Business School, France
Christophe Fournier, University of Montpellier, France

“Developing interpersonal connections in virtual B2B sales meetings in the post-covid era”

Pia Hautamäki, Tampere University of Applied Sciences, Finland
Sini Jokiniemi, Tampere University of Applied Sciences, Finland
Ellen Bolman Pullins, University of Toledo, USA



12:30 – 14:00

Lunch Break

14:00 – 15:30

Competitive Paper Session III: Sales in Times of a Crisis & Change

Session Chair: N.N.

“Responding to the Crisis: Examining the Impact of Salespeople Depression on Performance over Time”

Bruno Lussier, HEC Montreal, Canada

Lisa Beeler, Clemson University, USA

Willy Bolander, Florida State University, USA

Nathaniel Hartmann, University of South Florida, USA

“Organizational Structure and Workplace Isolation”

Jay Mulki, Northeastern University, USA

Jobst Goerne, Aalen University of Applied Sciences, Germany

“Competence shift in sales teams focusing on pharmacy supplies: A systematic analysis of competence changes in sales teams from the perspective of customers and the pharmaceutical industry”

Sandra Gronover, University of Applied Sciences Landshut, Germany

Franziska Heinritz, Global Sales and Customer Operations, Dell, Germany

Special Session I: Building a Framework for Understanding the Changing Sales Process

Session Chair: Ellen Bolman Pullins, University of Toledo, USA

15:30 – 16:00

Coffee Break

16:00 – 17:30

Forum for Collaborative Research

Session Chair: N.N.

19:30 – 22:30

Social Event II: Boat Trip on River Main (incl. Dinner)



Friday, 10th June 2022

09:00 – 10:30

Opening

Catherine M. Johnson & Stefan Wengler

Practice Keynote

Ivica Maurović, GEALAN Fenster-Systeme GmbH, Germany

10:30 – 11:00

Coffee Break

11:00 – 12:30

Special Session II: Can we harness the Potential of Sales Technology in a Post-Covid-19 World?

Session Chair: Howard Dover, University of Texas at Dallas, USA

Competitive Paper Session IV: Improving the Understanding of Personal and Team Selling

Session Chair: N.N.

“Investigating the Effectiveness of Interpersonal Influence Techniques in Personal Selling - Psychological Mechanisms and Contingency Factors”

Michael Gerke, University of Muenster, Germany

Tim Kalwey, University of Muenster, Germany

“Understanding the resources and capabilities in facilitating Key Account Management Implementation: a systematic literature review”

Liang Sun, Cranfield School of Management, UK

Javier Marcos-Cuevas, Cranfield School of Management, UK

Daniel Prior, University of new South Wales, UK

“The Impact of Sales Knowledge Acquisition on Adaptiveness: A Scoping Study”

Andy Hough, Cranfield School of Management, UK

Javier Marcos-Cuevas, Cranfield School of Management, UK

Dennis Esch, Cranfield School of Management, UK

“Resilience in sales management organizations: Towards an analytical framework”

Poul Houman Andersen, Aalborg University, Denmark

Karina Burgdorff Jensen, Aalborg University, Denmark

Nirosha Sathiskumar, Aalborg University, Denmark

“Which Attributes Separate Top-performing Outside Salespeople from the Rest?”

Paul Nieman, University of Missouri St. Louis, USA

12:30 – 14:00

Lunch Break

14:00 – 15:30

Special Session II: Can we harness the Potential of Sales Technology in a Post-Covid-19 World?

Session Chair: Howard Dover, University of Texas at Dallas, USA

Competitive Paper Session V: Applying Digital Technologies in Sales

Session Chair: N.N.

“Aalborg Sales Process Model (MAPS), A Reconceptualization in Light of Industry 4.0”

Waheed Akbar Bhatti, Aalborg University, Denmark

Karina Burgdorff Jensen, Aalborg University, Denmark



“AI-enabled sales automation changing B2B sales work”

Minna Heikinheimo, Tampere University of Applied Sciences, Finland
Pia Hautamäki, Tampere University of Applied Sciences, Finland

“How does AI impact bankers' relationship-building efforts? Towards an analytical framework”

Nirosha Sathiskumar, Aalborg University, Denmark
Poul Houman Andersen, Aalborg University, Denmark

“Leading the Adoption of Professional Social Media within B2B salesforces: A Scoping Study”

Colm Ring, Cranfield School of Management, UK
Javier Marcos-Cuevas, Cranfield School of Management, UK
Anmarie Hanlon, Cranfield School of Management, UK

15:30 – 16:00

Coffee Break

16:00 – 17:30

Special Session III: Increasing Sales Education globally

Session Chair: Pia Hautamäki, Tampere University of Applied Sciences

Competitive Paper Session VI: Post-Covid Implications

Session Chair: N.N.

“Is a post-Covid sales management adaptation necessary? An Exploratory study”

Pascal Brassier, IAE School of Management, France
Xavier Martin, ESSEC, France

“Covid-19 was the end of B2B sales as we know it? Understanding the new skills and abilities of the B2B seller post Covid 19”

Jorge Bullemore-Campbell, Universidad Del Desarrollo, Chile
Julián Díaz Tautiva, Universidad Del Desarrollo, Chile

“A case study of the birth, evolution and re-adaptation in Japan of the global standard sales process management “The Model””

Shinji Honge, Okayama University of Science, Japan

“Banking-customer relationships in the era of digitalization: a perspective from commercial banks”

Karina Burgdorff Jensen, Aalborg University, Denmark
Michael Wædeled Andersen, University College Nordjylland, Denmark
Marlene Højmark Sørensen, University College Nordjylland, Denmark
Sara Møller Nielsen, University College Nordjylland, Denmark
Claus Larsen, University College Nordjylland, Denmark

“Should Managers Probe or Offer Rewards to Access Salesperson Competitor Information? Exploring the Link between Salesperson Competitor Information and Performance”

Edward Nowlin, Kansas State University, USA
Doug Walker, Kansas State University, USA
Michael T. Krush, Kansas State University, USA
Jihoon Cho, Kansas State University, USA
Nawar N. Chakar, Louisiana State University, USA

20:00 – 23:00

Social Event III: Conference Gala Dinner



Saturday, 11th June 2022

09:00 – 10:30

Special Session IV: The evolving Role of Sales Managers

Session Chair: Pia Hautamäki, Tampere University of Applied Sciences, Finland
Javier Marcos-Cuevas, Cranfield School of Management, UK

Pedagogical Session: New Insights into Sales Education

Session Chair: N.N.

“Enhancing sales negotiation skills with role-playing situations combined with the CIT”

Michel Klein, EM Strasbourg Business School, France
Deva Rangarajan, IESEG School of Management, France

“The Value Systematization for Hands-on Learning Programs in University. The application value exchange sales model into education.”

Kotaro Mukai, Kwansai Gakuin University, Japan

“Impact and competence development of Sales Competition”

Timo Holopainen, Turku University of Applied Sciences, Finland
Aleksi Mäkelä, Turku University of Applied Sciences, Finland
Harri Lappalainen, Turku University of Applied Sciences, Finland
Jukka Rantala, Turku University of Applied Sciences, Finland
Thomas Berger, DHBW Stuttgart, Germany

““Be prepared, it’s a game!” Students’ engagement in serious games on sales management education.”

Pascal Brassier, IAE School of Management, France

10:30 – 11:00

Coffee Break

11:30 – 13:00

Competitive Paper Session VII: Application of Technology & AI in Selling & Sales Management

Session Chair: N.N.

“Achievement goals are crucial in the sales encounter”

Romain Farellacci, University of Aix-Marseille, France

“How artificial intelligence can help salespeople bounce back from a business failure”

Éric Casenave, EM Strasbourg Business School, France
Jessie Pallud, EM Strasbourg Business School, France
Laurianne Schmitt, EM Strasbourg Business School, France

“Trust me if you can – A first attempt to critically review obstacles and barriers to implementing AI applications in sales and B2B marketing in Austria”

Margarethe Ueberwimmer, University of Applied Sciences Upper Austria, Austria
Elisabeth Frankus, IHS - Institute for Advanced Studies, Austria
Laura Casati, University of Applied Sciences Upper Austria, Austria

Conference Closing & Outlook GSSI 2023

Catherine M. Johnson, Stefan Wengler, Gabriele Hildmann, Ulrich Vossebein
Margarethe Ueberwimmer

12:30 – 14:00

Joint Farewell-Lunch