



GLOBAL SALES
SCIENCE INSTITUTE



AMERICAN MARKETING
ASSOCIATION

Welcome GSSI 2023 Attendees!

For the past few years we've all been forced to be more sedentary than we would prefer, so this year's GSSI conference theme is "Take Action!" Get out of your chair, office, and country and let's talk about what's next in sales!

GSSI 2023 Co-Chairs

Maria Rouziou
HEC Montréal

Karen Peesker
Toronto Metropolitan University



Willy Bolander
Texas A&M University

Conference Location:

The conference will be hosted at the **Ted Rogers School of Management** at **Toronto Metropolitan University** (55 Dundas Street West).

All sessions will take place on the 7th floor Commons unless otherwise indicated. Student volunteers will greet you each morning in the lobby.

(Optional) Day 1: Wed. June 7, 2023

7:45am	Meet in Lobby of Marriott Hotel (525 Bay Street)
8:00am	Departure from Marriott Hotel
10:00am to 3:00pm	<p>Konzelmann Winery Full winery experience with vineyard walk, facility tour, and 4 wines including ice wine, peach wine, and more.</p> <p>Niagara Falls Scenic drive along Niagara River Parkway. Group photo at the Floral Clock. 1 hour of free time at Table Rock Welcome Centre.</p> <p>World Famous Hornblower Boat Cruise All guests are issued a disposable plastic poncho to wear during the tour. Willy's experience suggests that you can still get quite wet. Dress accordingly for this 15-20 minute boat cruise and remember the drive back (perhaps bring a change of clothes just in case).</p>  
3:00pm to 5:00pm	Depart Niagara Falls 3:00 pm and return downtown hotel before 5:00pm
5:00pm onwards	Free Evening


Day 2: Thursday June 8, 2023

<p>8:00am to 8:30am</p>	<p>Welcome Coffee & Kickoff</p>	
<p>8:30am to 9:30am</p>	<p>Track A (CPA Lounge, 7th Floor)</p> <p>Evolving Expectations and Sales Management transition in B2B Markets: A Literature Review. Authors: Rikke Carlé, Poul Houman Andersen</p> <p>Towards a New Framework of Competence Sets in Sales: Conceptual Considerations based on Paradoxical Ways of Thinking. Authors: Harald Hammer, Jorge Filipe Da Silva Gomes, Stefan Wengler, Ueberwimmer Margarethe</p> <p>Salespeople Flexi-Workspace Setup? Authors: Aditya Gupta, Vishag Badrinarayanan</p>	<p>Track B (Bootcamps Lab, 9th Floor)</p> <p>The Influence of a Preceding Cognitive Load Evoking Setting on the Psychophysiology of Sellers in Sales Talk Training. A Pilot Study. Authors: Alexander Eigner, Severin Maurer, Johannes Reiterer</p> <p>I'd Rather Not Think for Myself: How Positive Feedback and Job Autonomy Influence the Impact of Sales Anxiety on Burnout. Author: Dayle Childs</p> <p>Enablers and Inhibitors of Well-Being in Sales: Investigating the Impact of Governance Structures. Authors: Monica Franco-Santos, Javier Marcos-Cuevas, Andrew Hough, Pilar Rivera</p>
<p>Break</p>		
<p>9:45am to 10:45am</p>	<p>Special Session 1: Sales Education and Selling in Canada</p> <p>This panel will discuss the status of both sales education and the selling profession in Canada. Chair: Karen Peesker</p>	
<p>Break</p>		
<p>11:00am to 12:00pm</p>	<p>Special Session 2: AI in Sales</p> <p>This panel will examine the ways in which AI is changing the sales profession and will present best practices and pedagogical approaches for teaching sales in the age of AI. Chairs: Robert Peterson, Howard Dover, Deva Rangarajan</p>	
<p>12:00pm to 1:00pm</p>	<p>Lunch</p> <p>Welcome from Ted Rogers School of Management Ozgur Turetken Associate Dean for Research at Ted Rogers School of Management, Toronto Metropolitan University</p>	

Day 2: Thursday June 8, 2023

<p>1:00pm to 2:00pm</p>	<p>Special Session 3: Systematic Industry Engagement This panel will highlight scholars taking unique systematic approaches to engaging with companies for purposes of data collection and fundraising. Chair: Willy Bolander</p>		
	<p>Break</p>		
<p>2:15pm to 3:15pm</p>	<table border="0"> <tr> <td data-bbox="517 483 1027 1128"> <p>Track A (CPA Lounge, 7th Floor)</p> <p>Unleashing the Power of Creativity in Sales: An Examination of Self-Efficacy and Performance. Author: Romain Franck</p> <p>The Impact of Centralization on the Creativity and Performance of Salespersons. Author: Anurang Pant</p> <p>Salesperson's Perfectionism, Job Involvement, and Adaptive Selling. Author: Jay Prakash Mulki</p> </td> <td data-bbox="1027 483 1583 1128"> <p>Track B (Bootcamps Lab, 9th Floor)</p> <p>Examine "The Validity of Measuring Sales Performance in Terms of Sales Revenue" in Sales Management Research. Author: Hozumi Waki</p> <p>Retooling the Salesforce Velocity: Managing Team Performance in B2B Sales. Authors: José Anselmo Pérez, Ananya Rajagopal</p> <p>Dimensions of Value Based Selling- Current and Aspired Level & the Impact on Performance. Authors: Poul von Wowern, Piotr Kwiatek</p> </td> </tr> </table>	<p>Track A (CPA Lounge, 7th Floor)</p> <p>Unleashing the Power of Creativity in Sales: An Examination of Self-Efficacy and Performance. Author: Romain Franck</p> <p>The Impact of Centralization on the Creativity and Performance of Salespersons. Author: Anurang Pant</p> <p>Salesperson's Perfectionism, Job Involvement, and Adaptive Selling. Author: Jay Prakash Mulki</p>	<p>Track B (Bootcamps Lab, 9th Floor)</p> <p>Examine "The Validity of Measuring Sales Performance in Terms of Sales Revenue" in Sales Management Research. Author: Hozumi Waki</p> <p>Retooling the Salesforce Velocity: Managing Team Performance in B2B Sales. Authors: José Anselmo Pérez, Ananya Rajagopal</p> <p>Dimensions of Value Based Selling- Current and Aspired Level & the Impact on Performance. Authors: Poul von Wowern, Piotr Kwiatek</p>
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	<p>Break</p>		
<p>3:30pm to 5:00pm</p>	<p>Special Session 4: Implementing Actual Behavioral Change Often, senior management has a stack of reports covering the "what" and "why" of running their business, but no insight into "how" to implement relevant changes. Conference sponsor Commercial presents two global transformation projects focused on implementing changes into daily behavior in order to improve commercial performance</p>		
<p>5:00pm to 5:15pm</p>	<p>Closing Remarks</p>		
<p>5:15pm to 7:00pm</p>	<p>Opening Night Reception Drinks , small bites, and engaging conversations! Sponsored by: COMMERCIAL</p>		
<p>7:00pm onwards</p>	<p>Free Evening</p>		

Day 3: Friday June 9, 2023

<p>8:00am to 8:30am</p>	<p>Welcome Coffee & Kickoff</p>		
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	<p style="text-align: center;">Break</p>		
<p>9:45am to 10:45am</p>	<p style="text-align: center;">Industry Insight: Jonathan Lister</p> <p>Jonathan Lister, current COO of Vidyard and former VP of Global Sales Solutions at LinkedIn, joins us to discuss how AI is impacting sales</p>		
	<p style="text-align: center;">Break</p>		
<p>11:00am to 12:00pm</p>	<p style="text-align: center;">Special Session 5: Well-Being in Sales</p> <p>The purpose of this special session is to discuss ways in which the sales function can incorporate a holistic approach toward well-being into their overall business strategies. Chairs: Riley Dugan, Bruno Lussier</p>		
<p>12:00pm to 1:00pm</p>	<p style="text-align: center;">Lunch Sponsored by:</p> <div style="text-align: center;">  </div>		

Day 3: Friday June 9, 2023

<p>1:00pm to 2:00pm</p>	<p>Special Session 6: Breaking Down Barriers between Sales and Marketing</p> <p>An organization's sales and marketing functions are often measured by different KPIs, which makes collaboration difficult or even impossible. Conference sponsor Commercial presents SMarketing as the answer to these alignment pains and provide a proven case for how organizations can achieve more with less</p>
<p>2:15pm to 3:15pm</p>	<p>Special Session 7: Sales Enablement and Modern Sales Management</p> <p>The purpose of this session is to develop a fresh conceptualization of the role of sales managers and sales enablement in tune with current market dynamics. Chairs: Javier Marcos-Cuevas, Maria Rouziou</p>
	<p style="text-align: center;">Break</p>
<p>3:30pm to 4:30pm</p>	<p>Special Session 8: Performance, Precision and (Within-) Person</p> <p>The purpose of this session is to provide some novel perspectives on sales performance operationalization, within- vs. between-person research questions, and a better way to approach your data analysis. Chairs: Alec Pappas, Peter Kerr, Dayle Childs</p>
<p>4:30pm to 4:45pm</p>	<p style="text-align: center;">Closing Remarks</p>
<p>5:30pm to 9:00pm</p>	<p style="text-align: center;">Gala Dinner @ Microsoft Canada Headquarters (81 Bay Street, Toronto) Dress code: Cocktail Attire</p> <p>Keynote: Kevin Peesker, President Worldwide Small, Medium, Corporate & Digital at Microsoft</p> <p style="text-align: center;">Sponsored by:</p> <div style="text-align: center;">  Microsoft </div>

Day 4: Saturday June 10, 2023

<p>8:45am to 9:15am</p>	<p>Welcome Coffee & Kickoff</p>	
<p>9:15am to 10:00am</p>	<p>Track A (CPA Lounge, 7th Floor)</p> <p>Exploring the Acceptance of an AI- and VR-based Negotiation Training as a Novel Approach in Sales Education. Authors: Robin Hindelang, Luca Fuchs, Pia Reihle, Verena Alt, Stephanie Jordan, Barbara Dannenmann, Alexander H. Kracklauer, Jörg Westphal, Deva Rangarajan</p> <p>The Professional Selling Program in Higher Education: It's Not Your Father's Oldsmobile. Authors: Dennis Bristow, Rajesh Gulati, Garth Harris, David Titus Myra Wang, Steven Liu, Reza Fazli-Salehi</p> <p>The Influence of the "Otherish" Behaviors on the Practice of Effectual Selling. Authors: Shinji Hongo, Chizuru Taniguchi</p>	<p>Track B (Bootcamps Lab, 9th Floor)</p> <p>The Role of Entrepreneurial Orientation in the Process of Sales Digitalization among Internationalizing Growth-Oriented SMEs. Authors: Minna Heikinheimo, Saara Julkunen, Koponen Jonna Jokiniemi Sini</p> <p>Understanding Sales Innovativeness through Sales Managers' Accounts. Authors: Katariina Ylönen, Saara Julkunen, Anu Puusa</p> <p>The Roles of Sales in Innovation: A Systematic Literature Review with Directions for Further Research. Authors: Arend-jan Diephuis, Bas Hillebrand, Henry Robben</p>
	<p>Break</p>	
<p>10:15am to 11:15am</p>	<p>Special Session 8: Journal Editor Insights</p> <p>Editors and Area Editors from top journals - including the Journal of Personal Selling and Sales Management (JPSSM), Journal of Marketing Theory and Practice (JMTP), and the Journal of the Academy of Marketing Science (JAMS) meet to discuss not only the journals they represent, but also tips and insights about the publishing and reviewing processes as a whole. With Adam Rapp, Raj Agnihotri, Willy Bolander</p>	

Day 4: Saturday June 10, 2023

	Track A (CPA Lounge, 7th Floor)	Track B (Bootcamps Lab, 9th Floor)
11:15am to 12:15pm	<p>Is it Organizational Identification or Just Compliance? The Effects of Formal and Informal Sales Controls on the Attitudes, Behaviors, and Performance of B2B Salespeople. Authors: Stacey L. Malek, Shikhar Sarin, Bernard J. Jaworski</p> <p>Investigating French Salespeople's Emotion Management during Non-Virtual Sales Interactions through the Lens of the Gioia Methodology. Authors: Michel Klein, F. Juliet Poujol, Bruno Lussier</p> <p>A Typology of Lone Wolf Tendencies: Interaction Effects of Organizational Commitment on Unethical Selling and Customer Orientation. Authors: Tyler Hancock, Catherine M. Johnson, Michael Mallin, Ellen B. Pullins</p>	<p>Impact of "Salestech" on Salesforce Performance: A Preliminary Results of a Comprehensive Meta-Analysis. Authors: Stephen Oduro; Giada Mainolfi; Alessandro Romoli, Silvio Cardinali, Alessandro De Nisco</p> <p>Factors Manifesting the Challenges of AI-Implementations: Experiences of Different Actors in the Financial Industry Eco-System. Authors: Nirosha Nilmini Sathiskumar, Poul Houman Andersen</p> <p>Salespeople Skills Framework in Digitalizing B2B Markets. Author: Giang Dao</p>
12:15pm to 12:30pm	Closing Remarks	