

CALL FOR PAPERS:

Global Sales Science Institute (GSSI) Conference 2026

The Future of Sales: Attracting, Retaining, and Exploring

June 3-5, 2026, in Ancona, Italy

The Global Sales Science Institute (GSSI) invites scholars, educators, and practitioners to submit papers, symposia, and session proposals for the 2026 GSSI Conference in Italy. GSSI is committed to advancing the field and designing the future of personal selling and sales management while enriching the global sales community through high-quality academic research and its relevance to business practice. This year's theme—"The Future of Sales: Attracting, Retaining, and Exploring"—addresses one of the most pressing challenges and exciting opportunities facing organizations today. Sales organizations around the world are undergoing a profound transformation. Technological advancement, shifting generational expectations, and increasing demands for personalization and value-based selling are redefining what it means to succeed in sales. As firms adapt to hybrid work environments, navigate talent shortages, and respond to fast-evolving buyer behavior, the future of sales depends not just on digital tools or strategy but on **people**. The 2026 GSSI Conference seeks to explore the following topics: (1) how we **attract** the next generation of sales professionals, (2) how we **retain** top talent in a competitive and burnout-prone environment, and (3) how new models, technologies, and paradigms will **shape** the future of the sales function.

Topics of Interest Include (but are not limited to):

- Navigating cross-cultural challenges and opportunities in global sales
- Adapting strategies for diverse buyer expectations
- Recruiting and developing the next generation of sales talent
- Salesperson retention, motivation, and well-being
- Exploring boundary-spanning sales roles and cross-functional collaboration
- AI and technology's role in shaping future sales strategies and influencing buyer-seller relationships
- Innovative sales training and education methods
- Hybrid and remote sales team management
- Sales enablement and the future of CRM and data analytics
- Gender, diversity, and inclusion in sales careers
- Buyer-seller relationship evolution in an omnichannel world
- Sustainability and ethics in modern sales practice

The conference welcomes both empirical and theoretical papers related to all aspects of selling. Competitive papers are reviewed following a double-blind process, and awards will be conferred for the best: (1) empirical, (2) theoretical, and (3) doctoral student papers.

Please submit to gssiconference2026@gmail.com no later than January 15th, 2026.

Submission guidelines

Please submit structured abstracts, proposals, full papers, or special sessions.

Structured abstracts. Please submit your structured abstract, including the main research question(s), theoretical framework, methods/results (wherever applicable), and discussion sections (practical and managerial outcomes for companies). The structured abstracts should not exceed 5 single-spaced pages (not including references and appendices).

Full papers. 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* and should not exceed 20 single-spaced pages (not including references and appendices).

JPSSM Special Issue Proposal. Proposals submitted for consideration for the JPSSM Special

Issue: “*Global Perspectives in Sales: Advancing Theory and Practice Across Borders*” will be submitted through the JPSSM website. Authors with accepted proposals will have the opportunity to present their work in a special session and receive targeted feedback at the conference.

Special Sessions. Please submit your structured proposal, including the main topic, purpose, expected duration, and potential moderators/panelists. Please note that the recommended panelists should register for the conference. The special session proposals should not exceed 3 single-spaced pages (not including references and appendices).

Requirements:

- At least one author of an accepted paper or structured abstract must:
 - Appear at the conference to present the paper
 - Return by the deadline a properly formatted version of the paper by April 24th, 2026.
 - Register for the conference by the conference registration deadline.
- Authors of accepted proposal submissions are not required to attend the conference, but it is strongly encouraged, as there will be opportunities to receive feedback on your work.

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

Dr. Silvio Cardinali

Università Politecnica delle Marche

s.cardinali@univpm.it

Dr. Edward Nowlin

Kansas State University

elnowlin@ksu.edu

Dr. Paolo Guenzi

Bocconi University

paolo.guenzi@sdabocconi.it

Dr. Colleen E. McClure

University of Alabama at Birmingham

cemcclur@uab.edu