



# GLOBAL SALES SCIENCE INSTITUTE

## **11<sup>th</sup> Annual Global Sales Science Institute Conference Mauritius**

**Paradis Hotel & Golf Club, Le Morne - Indian Ocean**

June 6-9, 2017

***"New Frontiers in Sales Research & Education in a Global  
& Sustainable World"***

Conference Co-Chairs

**Prof. Andrea L. Dixon, PhD**  
Baylor University  
Center for Professional Selling

**Prof. Joël Le Bon, PhD**  
University of Houston  
Steven Stagner Sales Excellence Institute



## Welcome!

## Ki Maniere!

The 2017 Global Sales Science Institute (GSSI) Conference theme is “*New Frontiers in Sales Research and Education in a Global and Sustainable World.*” As technology continues to flatten the global marketplace, instantaneous access to information prompts business and consumers to engage with products and companies at higher levels. Such increased involvement coupled with opportunities to co-create value during the sales exchange results in a society that is more fully participative in the sales process. Moving far beyond the exchange of goods and services, the new frontiers in sales research and education explore the transition from traditional views of selling to the modern economy.

Many people have dedicated substantial time and effort to ensure that the 2017 Global Sales Science Institute (GSSI) Conference is a success. Although we thank everyone for their help and support, we particularly acknowledge the outstanding contributions of the teams at Baylor University (Amanda Rodriguez) and the University of Houston’s (Saskya Gagneux Toffano, Carl Herman).

The program also reflects the valuable contributions of the 77 conference reviewers. We thank all of those who submitted papers and/or special session proposals, the Sales Education Foundation for their invaluable support to the PhD Students, and all the GSSI members for a truly international conference with 16 countries represented.

We know that you will enjoy this beautiful setting and productive conversations!



**Andrea L. Dixon, PhD**  
Baylor University  
Center for Professional Selling



**Joël Le Bon, PhD**  
University of Houston  
Steven Stagner Sales Excellence Institute

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**Sales Education Foundation**  
Elevating the Sales Profession  
Through University Education





## PROGRAM

### Monday, June 5

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**16:30 – 18:30**     **Conference Registration**  
*Lobby*

**19:30 – 21:30**     **Welcoming Reception**  
*Golf Club House*

### Tuesday, June 6

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**7:30 – 8:30**     **Conference Registration and Breakfast**  
*Lobby*     Registration  
*Brabant/Blue Marlin*     Breakfast

**8:30 – 9:45**     **Welcoming Words**  
*Conference Room*     *Joël Le Bon, PhD, University of Houston (USA)*  
*Andrea Dixon, PhD, Baylor University (USA)*

**Keynote: Selling a Destination in a Global World**  
*Philippe Espitalier-Noel, CEO, Rogers (Mauritius)*

**9:45 – 10:15**     **Networking Break**

**10:15 – 11:30**     **Session 1: Professional Selling is Challenging**

**Session Chair**

*Deva Rangarajan, PhD, Vlerick Leuven Gent Management School (Belgium)*

**Salesperson's Self Leadership and Performance: The Role of Salesmanship Skills**

*Rakesh K. Singh, PhD, Indian Institute of Management Technology-Ghaziabad (India)*

*Ramendra Singh, PhD, Indian Institute of Management-Calcutta (India)*

*Diptiman Banerji, PhD Candidate, Indian Institute of Management-Calcutta (India)*

**Industrial Service Selling: Is there a Need for a Broader View?**

*Margarethe Überwimmer, PhD, University of Applied Sciences Upper Austria (Austria)*

*Christian Stadlmann, PhD, University of Applied Sciences Upper Austria (Austria)*

*Doris Ehrlinger, PhD, University of Applied Sciences Upper Austria (Austria)*

*David Tempelmayr, PhD, University of Applied Sciences Upper Austria (Austria)*

**How Do Residual Relationships Shape B2B Salespeople's Perceptions and Efforts to Regain Lost Customers**

*Annie H. Liu, PhD, Texas State University (USA)*

*Mark P. Leach, PhD, University of Wyoming (USA)*



## PROGRAM

11:30 – 12:45 **Session 2: Professional Selling is Human**

**Session Chair**

*Roger Byatt, MA, University of Portsmouth (UK)*

**How Salesperson Humor Usage Contributes to Sales Performance in B2B Relationships: Exploring the Mediating Role of Creativity and Customer Trust**

*Bruno Lussier, PhD, HEC Montréal (Canada)*

*Yany Grégoire, PhD, HEC Montréal (Canada)*

*Marc-Antoine Vachon, PhD, Université du Québec-Montréal (Canada)*

**Assessing Emotions in Sales Interactions: A Reaction Time-Based Procedure**

*Ralf Wagner, PhD, University of Kassel (Germany)*

*Katharina Raab, PhD Candidate, University of Kassel (Germany)*

**Emotions in the Negotiation Process:**

**How to Enrich Sales Classes with Biometric Research Tools**

*Ilona Pezenka, PhD, FH Wien University of Applied Sciences of WKW (Austria)*

12:45 – 13:30 **Luncheon**

*The Brabant*

13:30 – 15:30 **GSSI Officers & Steering Committee Planning Meeting**

*Meeting Suite*



## PROGRAM

**Wednesday, June 7**

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**7:30 – 8:30**    **Breakfast**

*Brabant/Blue Marlin*

**8:30 – 9:45**    **Session 3: Professional Selling is Digital**

*Conference Room*

**Session Chair**

*Joël Le Bon, PhD, University of Houston (USA)*

**Critical Touchpoints in the B2B Buying Process:**

**Impact on the Selling Process in the Digital Era**

*Heidi Kock, PhD Candidate, Haaga-Helia University of Applied Sciences (Finland)*

*Pentti Korpela, PhD, Turku University of Applied Sciences (Finland)*

*Liisa Kairisto-Mertanen, PhD, Turku University of Applied Sciences (Finland)*

*Sirpa Hänti, PhD, Turku University of Applied Sciences (Finland)*

**Status-Quo on the Digitalization of the Sales Process in German Companies**

*Stefan Wengler, PhD, Hof University (Germany)*

*Gabriele Hildmann, PhD, KAIROS GmbH (Germany)*

*Ulrich Vossebein, PhD, Technische Hochschule Mittelhessen (Germany)*

**Practitioner Perspective from The Travel Industry**

**Digital Sales in a Connected World and The Customer Journey**

*Youvraj Seeam, E-Sales & Product Manager, Air Mauritius (Mauritius)*

**9:45 – 10:15**    **Networking Break**



## PROGRAM

10:15 – 11:15 **Session 4: Professional Selling is a Calling & Collaborative**

**Session Chair**

*Manfred Krafft, PhD, University of Muenster (Germany)*

**Sales-to-Marketing Job Transitions**

*Jeff Johnson, PhD, University of Missouri-Kansas City (USA)*

*Joseph Matthes, PhD, College of Business Administration Marquette University (USA)*

**How Students Perceive Salespeople and the Sales Job**

*Paolo Guenzi, PhD, SDA Bocconi School of Management (Italy)*

*Paola Caiozzo, PhD, SDA Bocconi School of Management (Italy)*

*Maria Cristina Cito, PhD, SDA Bocconi School of Management (Italy)*

*Sarah Ghaddar, PhD, SDA Bocconi School of Management (Italy)*

*Giulia Miniero, PhD, SDA Bocconi School of Management (Italy)*

**Enhancing Business Performance through Marketing-Sales Effective Relationship in B2B Firms**

*Konstantinos Lionakis, PhD, Athens University of Economics & Business (Greece)*

*George Avlonitis, PhD, Athens University of Economics & Business (Greece)*

11:15 – 12:30 **Special Session: Professional Selling is About Theory & Practice**

**Exploring the Relationships between Sales Theory, Practice, and Education**

*Ellen Pullins, PhD, University of Toledo (USA)*

*Pirjo Pitkapaasi, PhD, Haaga-Helia University of Applied Sciences (Finland)*

*Rob Peterson, PhD, Northern Illinois University (USA)*

*Annie H. Liu, PhD, Texas State University (USA)*

12:30 – 13:30 **Luncheon**

*The Brabant*

13:30 – 15:30 **Country Advisory Board Meeting**

*Meeting Suite*



## PROGRAM

### Thursday, June 8

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**7:30 – 8:30**     **Breakfast**

*Brabant/Blue Marlin*

**8:30 – 9:45**     **Special Session: Professional Selling is Changing**

*Conference Room*

**Inside Sales Organizations and Their Place in Modern Sales Management**

*Murali Mantrala, PhD, University of Missouri (USA)*

*Manfred Krafft, PhD, University of Muenster (Germany)*

*Nildari Syam, PhD, University of Missouri (USA)*

**9:45 – 10:15**     **Networking Break**

**10:15 – 11:30**     **Session 5: Professional Selling is About Value**

*Conference Room*

**Session Chair**

*Dawn Deeter-Schmelz, PhD, Kansas State University (USA)*

**Obtaining Incremental Commitment to Advance the Sales Process**

*Jarkko Niemi, PhD, University of Helsinki (Finland)*

*Timo Kaski, PhD, Haaga-Helia University of Applied Sciences (Finland)*

*Ellen Pullins, PhD, University of Toledo (USA)*

**Limited Domain of Applicability of Value Calculators:**

**Evidence from B2B Sales Work**

*Essi Pöyry, PhD, Aalto University School of Business (Finland)*

*Petri Parvinen, PhD, University of Helsinki (Finland)*

**Exploring Possible Down-Side Value Factors in B2B Customers' Buying Processes**

*Timo Kaski, PhD, Haaga-Helia University of Applied Sciences (Finland)*

*Ari Alamäki, PhD, Haaga-Helia University of Applied Sciences (Finland)*

*Pia Hautamäki, PhD Candidate, Tampere University of Applied Sciences (Finland)*



## PROGRAM

**11:30 – 12:45**     **Session 6: Professional Selling is About Motivating, Retaining & Leading**

**Session Chair**

*Doug Hughes, PhD, Michigan State University (USA)*

**Operationalizing Vroom's Expectancy Theory for Raising Sales Force Motivation**

*René Y. Darmon, PhD, ESSEC (France)*

**Direct-Selling Distributors – Why Do They Stay or Leave?**

*Anne Coughlan, PhD, Northwestern University (USA)*

*Manfred Krafft, PhD, University of Muenster (Germany)*

*Julian Allendorf, PhD Candidate, University of Muenster (Germany)*

**Sales Leadership as the Leadership of Perseverance? A Theoretical Synthesis and Research Agenda**

*Erik Waltré, PhD Candidate, Erasmus University (The Netherlands)*

*Bart Dietz, PhD, Erasmus University (The Netherlands)*

*Daan van Knippenberg, PhD, Erasmus University (The Netherlands)*

**12:45 – 13:30**     **Luncheon**

*The Brabant*

**Sales Education Foundation PhD Students Luncheon**

*Hosted by Howard P. and Sally C. Stevens*

**19:00 – 20:00**     **Pre-Gala Cocktail Reception**

*La Ravanne*

**20:00 – 22:00**     **Gala Dinner**

*La Ravanne*

Guest of Honor

**Her Excellency Dr. Ameenah Gurib-Fakim**

*President of The Republic of Mauritius*





## PROGRAM

### Friday, June 9

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7:30 – 8:30 **Breakfast**

*Brabant/Blue Marlin*

8:30 – 9:45 **GSSI General Assembly**

*Conference Room Jobst Görne, PhD, Hochschule Aalen (Germany), GSSI Chair*

9:45 – 10:15 **Networking Break**

10:15 – 11:00 **Session 7: Professional Selling is About Relationships & Well-Being**

**Session Chair**

*René Darmon, PhD, ESSEC (France)*

**The Buyer-Seller Relationship Initiation Process**

*Paul Viio, PhD, Hanken School of Economics (Finland)*

*William Moncrief, PhD, TCU (USA)*

**Subjective Well-being and Selling Behaviours: A Mediation-Moderation Analysis**

*Teidorlang Lyngdoh, PhD Candidate, Indian Institute of Mgmt Kozhikode (India)*

*Sridhar Guda, PhD, Indian Institute of Management Kozhikode (IIMK) (India)*

*Annie H. Liu, PhD, Texas State University (USA)*

11:00 – 11:20 **Meet the Editors**

**Doug Hughes, PhD, Michigan State University (USA)**

*Editor-in-Chief, Journal of Personal Selling and Sales Management*

**Rob Peterson, PhD, Northern Illinois University (USA)**

*Editor-in-Chief, Journal of Selling*

11:20 – 11:30 **Refreshment Break**

11:30 – 12:30 **Expert Panel: Business Leadership & Countries' Sustainable Development**

*Richard Arlove, CEO, ABAX (Mauritius)*

*Allan Brelu-Brelu, Country/Cluster Manager Indian Ocean Islands, Nestlé (Mauritius)*

*Kris Poonoosamy, Managing Director, CMT International Trading Ltd (Mauritius)*

**Panel Moderator**

*Joël Le Bon, PhD, University of Houston (USA)*

12:30 **Closing Remarks, Passing the Torch & Farewell Luncheon**



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### **Professional Selling is Human**

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