



GLOBAL SALES
SCIENCE INSTITUTE

PRELIMINARY PROGRAM

GSSI (Global Sales Science Institute) Conference 2018
Sales 2020 - Managing customer relationships in disruptive environments
6th of June – 9th of June 2018
Vienna, Austria

Venue: *FHWien der WKW, University of Applied Sciences of Vienna, Room C517
Währinger Gürtel 97, 1180 Vienna, Austria*

Wednesday, June 6, 2018

18:45 - 20:00 *Welcome Reception (Oldtimer Tram; Departure at FHWien der WKW)*

Thursday, June 7, 2018

08:00 - 08:45 *Conference Registration*

08:45 - 09:15 *Official Welcome and Conference Opening*

09:15 - 10:00 *Keynote: Marco Glöckl (Sales Director, ProSiebenSat.1PULS4) "Challenges in Relationship Management and Digitalization - managing a sales team in an agency driven industry"*

10:00 - 10:30 *Coffee Break*

10:30 -12:30 *Research Track: Sales Force*

The Exchange of Value Produced By Sales Activity
Kotaro Mukai, Soai University (Japan)

Flow and Salesforce Productivity – Exploring Linkages through Experience Sampling Method
Teidorlang Lyngdoh, Xavier School of Management (India)
Guda Sridhar, Indian Institute of Management Kozhikode (India)

Sales Force Change Management in Response to the Emergence of Dominant Retail Chains: A Planned Australian Case Study within the Wine Industry
Chris Blockley, Australian Institute of Business (Australia)
John Wilkinson, Australian Institute of Business (Australia)
Ingy Shafei, Australian Institute of Business (Australia)

Managing Marketing-Sales Interface: The Roles of Mindset Differences, Organizational Identification and Cross-Functional Learning
Jun Xu, DePaul University (USA)

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12:30 - 13:30 *Lunch*

13:30 - 15:30 *Research Track: Sales Management*

Multi-Criteria Gain Loss (MCGL) Method for Salespeople Performance Evaluation

Ram Dhurkari, Institute for Financial Management and Research (IFMR) (India)
Anjan Kumar Swain, Indian Institute of Management, Kozhikode (India)

Valorization of Managerial Skills on Employability: Case of Edugame "Managing a Sales Person with Problems"

Marie-Laure Weber, Université de Montpellier (France)
Christophe Fournier Université de Montpellier (France)
Antoine Chollet Université de Montpellier (France)

Increasing Employee Commitment in Sales Careers: Drivers to Supervisor Commitment and the Impact of Emotional Intelligence

Michael Rodriguez, Skema Business School (France)
Scott Cohen, The University of Indianapolis (USA)
Stefanie Boyer, Bryant University (USA)
David Locander, University of Tennessee at Chattanooga (USA)

Manager's Indecisiveness: Effect on Salesperson's Job Performance and Work Stress

Jay Mulki, Northeastern University (USA)
Jobst Görne, Hochschule Aalen (Germany)
Kenichi Hosoi, Hiroshima University of Economics (Japan)

15:30 - 16:00 *Coffee Break*

16:00 - 17:15 *Special Session: Sales Enablement*

Howard Dover, University of Texas, Dallas (USA)
Robert Peterson, Northern Illinois University (USA)
Tamara Schenk, CSO Insights/Miller Heiman Group

17:15 - 18:15 *GSSI Country Representative Meeting*

19:30 *Social Program: Traditional Viennese Heuriger*

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Friday, June 8, 2018

08:00 - 09:30 *GSSI Board Meeting*

09:30 - 10:00 *Keynote: Kristjan Ambroz (CEO, Continental AG)*

10:00 - 10:30 *Coffee Break*

10:30 -12:30 *Research Track: Salespersons*

Understanding the Lifelong Learning of B-To-B Salespeople in the Omnichannel Selling Environment

Sini Jokiniemi, Turku University of Applied Sciences (Finland)

Why do Competitive Salespeople Leave: The Role of Meaningful Job

D. Joel Whalen, DePaul University (USA)

Jay Mulki, Northeastern University (USA)

Does Delay of Gratification of Physical and Social Needs Predict Salesperson Customer Orientation?

Vaibhav Chawla, Indian Institute of Technology, Chennai (India)

Guda Sridhar, Indian Institute of Management, Kozhikode (India)

The Influence of Time Aspects on Sales Process Characterization in B2B Business

Görne, Jobst, Hochschule Aalen (Germany)

Grohmann, Alexander, Digital Enabler GmbH (Austria)

Hosoi, Kenichi, Hiroshima University of Economics (Japan)

12:30 - 13:30 *Lunch*

13:30 - 15:30 *Research Track: New Sales Skills*

Digital & Social Selling Index: An Empirical Investigation into Its Nature, Antecedents and Consequences

Paolo Guenzi, SDA Bocconi School of Management (Italy)

The Business Type as the Starting Point for Digital Transformation in Sales Management

Stefan Wengler, Hof University of Applied Sciences (Germany)

Gabriele Hildmann, KAIROS GmbH (Germany)

Ulrich Vossebein, TH Mittelhessen University of Applied Sciences (Germany)

Present and Future State of Analytical Skills in B2B Selling: View from the Field

Richard A. Rocco, DePaul University (USA)

D. Joel Whalen, DePaul University (USA)

Switching Back: the Role of Vendor Advocates

Mark Leach, University of Wyoming (USA)

Annie Liu, Texas State University (USA)

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15:30 - 16:00 *Coffee Break*

16:00 - 18:00 *Research Track: Business Customers*

Customers' Perspective on Value-Based Selling: Customer Information Needs in the Buying Process
Anna Abramova, Hanken School of Economics (Finland)

The Dynamics of Buying: Criteria for Supplier Selection at the Final Stage of the Decision-Making Process

Pentti Korpela, Turku University of Applied Sciences (Finland)

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

Sirpa Hänti, Turku University of Applied Sciences (Finland)

Selling to Knowledgeable Buyers: Examining Sales Interactions with Prospects at Various Stages in their Buying Process

Rhett Epler, University of Wyoming (USA)

Customer Switching Back Dynamics: The Power of Rebuilding Trust

Annie Liu, Texas State University (USA)

Richa Chugh, Maynooth University (Ireland)

Mark Leach, University of Wyoming (USA)

19:30 *Conference Gala Dinner*

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Saturday, June 9, 2018

09:00 - 11:00 *Research Track: Sales Communication*

Communication without Content: Can We Predict Sales Effectiveness Based on the Sellers' Nonverbal Behaviors without Recording any Conversational Content?

Sandra Pauser, University of Vienna (Austria)

Udo Wagner, University of Vienna (Austria)

How Active Empathic Listening Predicts Success in B2B Sales Meetings

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

Martiina Roos-Salmi, Haaga-Helia University of Applied Sciences (Finland)

Yvonne Karsten, Snellman Institute (Finland)

Suvi Stack, Haaga-Helia University of Applied Sciences (Finland)

Dialogue as Co-Creation of Value

Karina Burgdorff Jensen, Aalborg University (Denmark)

The Role of Expertise and Handling of Objections on Sales Performance: Examining the Mediating Roles of Task Overload and Job Satisfaction

Bruno Lussier, HEC Montréal (Canada)

11:00 - 11:30 *Coffee Break*

11:30 – 12:45 *Special Session: Moving Beyond a Role Play-Centric Curriculum*

Robert Peterson, Northern Illinois University (USA)

Howard Dover, University of Texas, Dallas (USA)

Joel Le Bon, University of Houston (USA)

12:45 *Conference Closing / Outlook GSSI 2019*

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