



GLOBAL SALES
SCIENCE INSTITUTE

12th Annual Global Sales Science Institute Conference

Vienna | June 6-9, 2018

HOSTED BY



MARKETING & SALES
MANAGEMENT



UNIVERSITY
OF WYOMING



“Sales 2020 – Managing customer relationships in disruptive environments”

CONFERENCE CHAIRS

Professor Mark Leach, PhD

University of Wyoming

Department of Management and Marketing

Professor Dr. Ilona Pezenka &

Mag. (FH) Marina Prem

FHWien der WKW - University of Applied Sciences

for Management and Communication

VENUE

FHWien der WKW University of Applied Sciences of Vienna

Room C517 | Währinger Gürtel 97 | 1180 Vienna | Austria



Welcome! Willkommen!

We warmly welcome you to the 2018 Global Sales Science Institute (GSSI) Conference! This year's conference theme "Sales 2020 - Managing customer relationships in disruptive environments" is sure to be engaging and relevant to common issues we face within sales organizations. In a world undergoing real transformation in digitalization, this annual conference is a platform to share experiences and latest research findings regarding sales in disruptive environments. Faculty members of 15 different countries will be sharing new perspectives on customer relations and sales excellence. This is an exciting agenda, that takes on new relevance in our rapidly changing times.

In line with the conference theme, we will have two keynote speakers who will focus on how we can ensure the success of an organization by sales excellence and how we can cope with the challenges in relationship management due to digitalization and new technologies in disruptive environments. Further, we have a full schedule of 24 presentations in six tracks plus two special sessions that address the wide range of topics presented in this conference.

The program also reflects the valuable contributions of 40 conference reviewers. We thank all of those who submitted papers and/or special session proposals and all the GSSI members for a truly international conference with 15 countries represented. Furthermore, we thank the USCA (University Sales Center Alliance) for their generous support.

Many people have dedicated substantial time and effort to ensure that the 2018 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 of FHWien der WKW, University of Applied Sciences of Vienna (Austria) and the University of Wyoming (US).

There will be many opportunities for networking throughout the conference. The Conference Planning Committee has been hard at work to help participants actively engage through planning the setting of the conference and the social program.

We know that you will enjoy the setting and productive conversations of this 12th annual GSSI conference!



Mark Leach, PhD



Dr. Ilona Pezenka & Mag. (FH) Marina Prem



PROGRAM

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:**

Engineering Tomorrow's Sales Force

Session Chair: Joel Le Bon, University of Houston (USA)

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)

12:30-13:30 Lunch

13:30-15:30 **RESEARCH TRACK:**

Informing Tomorrow's Sales Managers

Session Chair: Mark Leach, University of Wyoming (USA)

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

Friday | June 8, 2018

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

09:30-10:00 **KEYNOTE:**

Kristjan Ambroz (Managing Director Semperit Reifen GmbH, Continental AG)
“Sales Excellence in Disruptive Environments – How to Lead, Motivate and Coach the Sales Force “

10:00-10:30 Coffee Break

10:30-12:30 **RESEARCH TRACK:**

Enabling Tomorrow’s Salespersons

Session Chair: Annie Liu, Texas State University (USA)

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

Jobst Görne, Hochschule Aalen (Germany) | Alexander Grohmann, Digital Enabler GmbH (Austria) | Kenichi Hosoi, Hiroshima University of Economics (Japan)

12:30-13:30 Awards Lunch

13:30-15:30 **RESEARCH TRACK:**

Refining Tomorrow's Selling Skills

Session Chair: Jobst Görne, Hochschule Aalen (Germany)

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)

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

Rhett Epler, University of Wyoming (USA)

Switching Back: the Role of Vendor Advocates

Mark Leach, University of Wyoming (USA) | Annie Liu, Texas State University (USA)

15:30-16:00 Coffee Break

16:00-17:30 **RESEARCH TRACK:**

Collaborating with Tomorrow's Business Customers

Session Chair: Joel Le Bon, University of Houston (USA)

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)

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**

Saturday | June 9, 2018

09:00-11:00

RESEARCH TRACK:

Improving Tomorrow's Sales Communication

Session Chair: Ilona Pezenka, FHWien der WKW (Austria)

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



GSSI 2018 Participants

PARTICIPANTS		AFFILIATION / COUNTRY	
Anna	Abramova	Hanken School of Economics	Finland
Kristijan	Ambroz	Continental AG	Austria
Roman	Anlanger	Fachhochschule des BFI Wien	Austria
Marco	Blocher	HS Aalen	Germany
Arndt	Borgmeier	HS Aalen	Germany
Stefanie	Boyer	Bryant University	USA
Karina	Burgdorf Jennsen	Aalborg University	Denmark
Roger	Byatt	Port University	Great Britain
Richa	Chugh	Maynooth University	Ireland
Marianne	Collins	Winona State University	USA
Dawn	Deeter-Schmelz	Kansas State University	USA
Howard	Dover	The University of Texas at Dallas	USA
Rhett	Epler	University of Wyoming	USA
Christophe	Fournier	IAE-MRM Montpellier University	France
Yücel	Ger	Haaga-Helia University of Applied Sciences	Finland
Julian	Gerst	HS Aalen	Germany
Marco	Glöckl	ProSiebenSat.1PULS4	Austria
Barbara	Good	FWien der WKW	Austria
Jobst	Görne	HS Aalen	Germany
Sridhar	Guda	Indian Institute of Management Kozhikode	India
Paolo	Guenzi	Bocconi University	Italy
Fred	Guzek	Kansas State University Polytech	USA
Sue	Guzek	Kansas State University Polytech	USA
Sirpa	Hänti	Turku University of Applied Sciences	Finland
Pia	Hautamäki	Tampere University of Applied Sciences	Finland
Gabriele	Hildmann	KAIROS GmbH	Germany
Kenichi	Hosoi	Hiroshima University of Economics	Japan
Alexander	Hudelmaier	HS Aalen	Germany
Sini	Jokiniemi	Turku University of Applied Sciences	Finland
Martin	Judex	FWien der WKW	Austria
Anette	Kairikko	Haaga-Helia University of Applied Sciences	Finland
Liisa	Kairisto-Mertanen	Turku University of Applied Sciences	Finland
Christine	Kreibich	FWien der WKW	Austria
Joel	Le Bon	University of Houston	USA
Mark	Leach	University of Wyoming	USA
Annie	Liu	University of Wyoming	USA
Bruno	Lussier	HEC Montréal	Canada
Teidorlang	Lyngdoh	Xavier School of Management	India
Sieglinde	Martin	FWien der WKW	Austria
Erik Jens	Mehl	Kristiania University College	Norway
Athanasios	Mikopolus	HS Aalen	Germany
Kotaro	Mukai	Soai University	Japan
Jay	Mulki	Northeastern University	USA
Klaus	Öschelmüller	FWien der WKW	Austria
Sandra	Pauser	University of Vienna	Austria
Robert	Peterson	Northern Illinois University	USA
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Michael	Rodriguez	Skema Business School	USA
Tatjana	Steinwandter	Fachhochschule Wiener Neustadt GmbH	Austria

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Julia	Trothberger	FHWien der WKW	Austria
Enno	van Kersen	IDEXX Europe	Netherlands
Poul	von Wowern	VIA University College	Denmark
Ulrich	Vossebein	Technische Hochschule Mittelhessen	Germany
Stefan	Wengler	Hochschule für Angewandte Wissenschaften Hof	Germany
D. Joel	Whalen	DePaul University Center for Sales Leadership	USA
John	Wilkinson	Australian Institute of Business	Australia
Mads	Winther	Intenz PS	Denmark
Jun	Xu	DePaul University	USA
Nils	Zehnbauer	HS Aalen	Germany

GSSI 2018 Reviewers

REVIEWERS

AFFILIATION

Mick Andzulis	Ohio University
George Avlonitis	Athens University of Economics and Business
Lisa Beeler	Ohio University
Leila Borders	Kennesaw State University
Karina Burgdorff Jensen	Aalborg University
Vaibhav Chawla	Indian Institute of Technology, Chennai
Scott Cohen	The University of Indianapolis
Tom Decarlo	The University of Alabama at Birmingham
Dawn Deeter-Schmeltz	Kansas State University
Andrea Dixon	Baylor University
Howard Dover	The University of Texas at Dallas
Christophe Fournier	Université de Montpellier
Scott Inks	Kennesaw State University
Fernando Jaramillo	The University of Texas at Arlington
Mark Johlke	Bradley University
Pentti Korpela	Turku University of Applied Sciences
Liisa Kairisto-Mertanen	Turku University of Applied Sciences
Bruno Lussier	HEC Montréal
Jay Mulki	Northeastern University
Ryan Mullins	Clemson University
Blake Nielson	Weber State University
Stephanie Oneto	University of Wyoming
Nick Panagopoulos	Ohio University
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Rob Peterson	Northern Illinois University
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John Wilkinson	Australian Institute of Business
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