EXTENDED DEADLINE!

CALL FOR PAPERS:
GSSI (Global Sales Science Institute) Conference 2020
3rd June through 6th June, 2020
Montpellier, France

EXTENDED Papers Submission Deadline: January 24, 2020
Co-Chairs Decision to Authors: March 1, 2020
Final Formatted Paper Version Deadline: March 30, 2020

Conference Registration Deadlines:
- Early bird (EUR 449) registration closes: March 30th, 2020
- Conference registration (EUR 480) closes: May 15th, 2020

Registration Fees:
Early bird: EUR 480,- (conference & social program)
Regular: EUR 520,- (conference & social program)
Students: EUR 150,- (conference only)
Social Program EUR 150,- (spouses, students, practitioners): Gala Dinner Wine & Cheese Experience and Welcome Reception

The Global Sales Science Institute (GSSI) Conference is a unique gathering of international scholars and practitioners interested in sharing and advancing cutting edge professional selling and sales management practices, research, and education. In keeping with its title, the GSSI Conference is held in a different country every year. This year marks the 14th year that the conference has been held. The 2020 GSSI Conference will be co-hosted by the IUT-Montpellier and the Thurmond Negotiation Lab, Strome College of Business, Old Dominion University, and will be held in Montpellier, France.

In addition to scientific research, the conference will address best practices in sales education, making the conference an excellent venue for sales educators looking for professional development opportunities.

In an effort to highlight research opportunities and bridge the gap between academia and practice, special sessions with guest speakers will be devoted to business development, B2B professional selling, sales management, and sales education challenges. For more information about GSSI Conference, please contact the Conference Co-Chairs.

Competitive Paper Submissions

The conference welcomes both empirical and theoretical papers related to all aspects of professional selling, sales negotiation, sales management, and marketing and sales interface. Papers which connect science with practice, and those which explore interesting new concepts, directions and important developments in sales are especially encouraged. Extended abstracts are welcome.

It is mandatory that at least one author of all accepted papers register for and present the paper at, the conference. Competitive papers are reviewed following a double-blind process.
A suggested, but not exhaustive, list of topics is provided below. There will be awards for the Conference Best Empirical Paper, for the Conference Best Theoretical Paper, and for the Best Doctoral Student Paper.

**Journal of Business & Industrial Marketing Special Issue**

All accepted papers will be considered for a special issue in JBIM, with the authors’ permission. Full length papers will be required and dates for revision submissions will be announced at the conference.

**Special Sessions**

The conference will offer special sessions devoted to bridging the gap between sales research and practice. Special sessions provide a good vehicle to acquaint sales academics with new perspectives, theories, and provocative ideas, to bring diverse participants together around a common theme, or to integrate academically-minded practitioners into the conference.

**Doctoral Student Sales Research Program**

There will be a special competitive session for doctoral student papers (empirical or conceptual) related to any selling and/or sales management issue. Submitted papers must be authored by doctoral students (single or multiple authors are acceptable) who are candidates for degrees in marketing or a closely related field at an accredited university. In addition, thanks to SEF Sales Education Foundation support, the Conference registration fees will be waived for doctoral students with accepted papers. Upon submission, please mention that the paper has been authored (or co-authored) by doctoral student(s). There will be an award for the Best Doctoral Student Paper.

Competitive Papers, Doctoral Student Papers and Special Session Proposals should be submitted electronically to Jeff Tanner (jtanner@odu.edu) following the submission guidelines below.

**We look forward to your submissions and to seeing you in Montpellier!**

Conference Co-Chair: Professor John F. (Jeff) Tanner Jr., PhD
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Thurmond Negotiation Lab, Strome College of Business
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Conference Co-Chair: Professor Christophe Fournier
Submission Guidelines for Empirical, Theoretical, Doctoral Student Papers and Special Session Proposals

A ten page version of your research, including the main research question(s), theoretical framework, methods/results (wherever applicable), and discussion sections should be submitted electronically in Microsoft Word format to Jeff Tanner (jtanner@odu.edu) no later than Friday, January 24th:

Please submit 2 files. The first file should contain the complete manuscript including author information (names, affiliation, address, phone, fax, and email). The second file should contain the complete abstract without author information. When you save the files, include FULL in the filename for the one with author information and BLIND in the filename for the one without author information.

Papers will be reviewed using a double-blind review process. Authors should avoid revealing their identities in the bodies of the papers. 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. Maximum length is 5 pages, including tables, exhibits, and references. Submissions that exceed the above guidelines will be immediately returned to the author for appropriate editing.

Each submission will be evaluated on the importance and potential contribution of the sales topic, quality of conceptual development, sampling, methodology, and the managerial relevance of the results.

Note:

Final versions of accepted papers will be due to the proceedings editor by March 30, 2020 in order to be published in the conference proceedings. Publication in the conference proceedings is optional.

To be considered for presentation at the conference and publication in the proceedings, a paper or a similar version of it must NOT:

- have been previously published,
- have been accepted for publication elsewhere,
- be under consideration or review for publication elsewhere.

You may submit for presentation a paper that has been presented previously, unless it has been published in a proceedings.

At least one author of an accepted paper must:

- appear at the conference to present the paper,
- return by the deadline a properly final formatted version of the paper (formatting instructions will be provided to the authors of accepted papers) to the proceedings editor for publication in the proceedings as an extended abstract (five pages) or as a short abstract (100 words)
- register for the conference by the conference registration deadline.
Topics of Interest

Sales management, sales leadership, organizational enablers

Including but not limited to:

- Leading, managing, motivating, coaching the sales force in disruptive environments
- Cross cultural comparisons on sales management and sales leadership
- Managing and leading virtual sales teams in rapid changing environments
- Managing and enhancing salespeople’s job satisfaction and subjective well-being
- Managing and leading different generations of salespeople
- Sales 2.0 technologies and emerging trends
- Sales and marketing alignment
- Role of marketing in enabling the sales process, and sales performance
- Leveraging information technology (e.g., CRM, social media, mobile marketing)
- Cross cultural comparisons on how technology affects sales efficiency and effectiveness
- Effective training and development of sales managers and salespeople

Professional selling, buyer-seller interactions

Including but not limited to:

- B2B selling
- Customer relationship management
- Customer engagement and retention
- Relationship building
- Key account management
- Sales negotiations
- Comparison, assessment of selling techniques and strategies
- Differentiation through selling sustainable products and value propositions
- Adapting selling style to customer’s buying process
- Social selling
- Challenges in co-creating cost-effective value propositions
- Cross cultural comparisons on buyer-seller interactions and co-creation process