



GLOBAL SALES SCIENCE INSTITUTE

2024 GSSI Conference

Schedule at a Glance

Wednesday, June 5		
<i>Time</i>	<i>Activity</i>	<i>Location</i>
3:30 pm	Guided City Tour of Old Town (2 hours)	<i>Comedie Square</i> outside of tourism information office in Downtown Montpellier
5:00 pm – 7:00 pm	Registration and Welcome Reception (w/ Cocktails) Opening Remarks <i>Dinner on your own</i>	Faculté de Droit (Law School) of University of Montpellier Downtown campus Address: Rue de l'Ecole Mage
Thursday, June 6		
<i>Time</i>	<i>Activity</i>	<i>Location</i>
<i>All activities will take place at the Campus Triolet Place Eugene Bataillon, Building 36</i>		
8:00 am	Registration and Coffee	Main hall
8:30 am – 9:00 am	GSSI 2024 Welcome	Room 36.01
9:00 am – 9:45 am	Plenary Session 1: Navigating Key Account Management: Challenges, Talent, and Learning Journeys Session Chair: Christine Lai-Bennejean (emlyon business school) Professional Panel: <ul style="list-style-type: none"> • <i>Diana Woodburn (Chairman of Association of Key Account Management (AKAM))</i> • <i>John Bailey (Director of International Key account and OEMs, Hiab)</i> 	Room 36.01
10:00 am – 11:00 am	<i>Research Presentations (Session 1)</i>	<i>Track A</i> Room 36.04 <i>Track B</i> Room 36.05
11:00 am–11:30 am	Coffee Break	Main hall
11:30 am – 12:30 pm	<i>Research Presentations (Session 2)</i>	<i>Track A</i> Room 36.04 <i>Track B</i> Room 36.05
12:30 pm – 2:00 pm	Lunch Break	MDE (Maison Des Etudiants)

2:00 pm – 2:45 pm	Plenary Session 2: Adapting to the Evolving Dynamics of Procurement and Sales Session Chair: Christine Lai-Bennejean (emlyon business school) Professional Panel : <ul style="list-style-type: none"> • <i>Ohanes Missirillian (Founder of ByAction Learning. Affiliate Professor of emlyon business school)</i> • <i>Axel Sicart (Global Procurement Senior director, European Procurement & Global Direct Materials, Bacardi)</i> 	Room 36.01		
3:00 pm – 4:00 pm	<i>Research Presentations (Session 3)</i>	<i>Track A</i> Room 36.01	<i>Track B</i> Room 36.04	<i>Track C</i> Room 36.05
4:00 pm – 4:30 pm	Coffee Break		Main hall	
4:30 pm – 5:30 pm	<i>Research Presentations (Session 4)</i>		<i>Track A</i> Room 36.04	<i>Track B</i> Room 36.05
6:00 pm	Campus visit (old medicine faculty) <i>(Optional)</i>		2 Rue de l'École de Médecine Downtown area <i>Need to take the Tram</i>	
7:30 pm	<i>Wine and Cheese Experience</i>		Restaurant Trinquefougasse 148 Rue de Galata <i>Need to take the tram</i>	

Friday, June 7

Time	Activity	Location		
	<i>All activities will take place at the Campus Triolet Place Eugene Bataillon, Building 36</i>			
8:30 am – 9:00 am	Registration and Coffee		Main hall	
9:00 am – 9:45 am	Plenary Session 3: Leveraging the "Made in France" Advantage in B2B: The Territory and the Economy of Functionality as Innovative Means of Action. Two case Studies Session Chair: Pascal Brassier (IAE Clermont-Auvergne) Professional Panel: <ul style="list-style-type: none"> • <i>David Issautier (intrapreneur for Michelin)</i> • <i>Bertrand Dalle (Business Acquirer in the Sector of Arts and Crafts)</i> 		Room 36.01	
10:00 am – 11:00 am	<i>Research Presentations (Session 5)</i>		<i>Track A</i> Room 36.04	<i>Track B</i> Room 36.05
11:00 am – 11:30 am	Coffee Break		Main hall	
11:30 am – 12:30 pm	<i>Research Presentations (Session 6)</i>		<i>Track A</i> Room 36.04	<i>Track B</i> Room 36.05
12:30 pm – 2:00 pm	Lunch Break		MDE (Maison Des Etudiants)	
2:15 pm – 3:15 pm	<i>Research Presentations (Session 7)</i>		<i>Track A</i> Room 36.04	<i>Track B</i> Room 36.05
3:15 pm – 3:45 pm	Coffee Break		Main hall	
3:45 pm – 4:45 pm	<i>Research Presentations (Session 8)</i>		<i>Track A</i>	<i>Track B</i>

		Room 36.04	Room 36.05
5:30 pm	Campus visit (old medicine faculty) <i>(Optional)</i>	2 Rue de l'École de Médecine Downtown area <i>Need to take the Tram</i>	
7:30 pm	GALA Dinner	Restaurant les Bains 6 Rue Richelieu Downtown area, 5-minute walk from Comédie Square)	

Saturday, June 8				
<i>Time</i>	<i>Activity</i>	<i>Location</i>		
	<i>All activities will be at Campus Triolet Place Eugene Bataillon, IAE Building</i>			
8:30 am – 9:00 am	Welcome	Room 011		
9:00 am – 10:00 am	Plenary Session 5: Meet the (Co)Editors Session Chair: Christophe Fournier (IAE Montpellier) Panel: <ul style="list-style-type: none"> • <i>Willy Bolander (Texas A&M University)</i> • <i>Nawar Chaker (Louisiana State University)</i> • <i>Christine Lai-Bennejean (emlyon business school)</i> • <i>Raj Agnihotri (Iowa State University)</i> 	Amphi Robert Reix		
10:15 am – 11:15 am	<i>Research Presentations (Session 9)</i>	<i>Track A</i> Room 005	<i>Track B</i> Room 007	<i>Track C</i> Amphi Robert Reix
11:15 am – 11:30 am	Drinks (<i>Fruit juice provided</i>)	Room 11		
11:30 am – 12:00 pm	GSSI 2025 Presentation	Amphi Robert Reix		
12:00 pm	Awards and Closing Remarks	Amphi Robert Reix		

Research Presentations Schedule

Thursday, June 6

Session 1 (Track A): 10:00 am – 11:00 am

Moderator: Laurianne Schmitt

Location: Room 36.04

1. An Exploration of Success Factors in Virtual International Sales Coaching

David S. Baker (University of Louisiana at Lafayette, USA)

Valerie McGehee (University of Louisiana at Lafayette, USA)

Anne Marie Zwerg (University of Louisville, USA)

2. Re-Examining the Seven Steps of the Selling Process: Similarities Between Developed and Emerging Countries

Walter Palomino-Tamayo (ESAN University, Peru)

Jorge Bullemore Campbell (Universidad del Desarrollo, Chile)

José Luis Wakabayashi (ESAN University, Peru)

3. Engineering the Cognitive and Affective Customer Experience of the Key Clients in B2B Selling Contexts

Michel Klein (Université de Strasbourg, France)

Laurianne Schmitt (IESEG School of Management, France)

Bruno Lussier (HEC Montréal, Canada)

Session 1 (Track B): 10:00 am – 11:00 am

Moderator: Pascal Brassier

Location: Room 36.05

1. Top Performing B2B Salespeople's Well-being Management in the Age of Digitalization and Economic Uncertainty

Jarkko Niemi (LUT Business School, Finland)

Jaakko Metsola (LUT Business School, Finland)

Pia Hautamäki (Tampere University of Applied Sciences, Finland)

2. Persuasion in Selling: A Morphological Analysis of Literature and Future Research Agenda

Sidharth Tripathi (Indian Institute of Management, India)

Ashwin J Baliga (IESEG School of Management, France)

Sridhar Guda (Indian Institute of Management, India)

3. Decoding Salesperson Motivation: Integrating Self-Determination Theory with Empirical Insights

Pascal Brassier (CleRMA Lab – Université Clermont Auvergne, France)

Cédric Plessis (WhipUp – Université de Lille, France)

Session 2 (Track A): 11:30 am – 12:30 pm

Moderator: Javier Marcos-Cuevas

Location: Room 36.04

1. Product Management and Sales, Possible Synergies

Marcel Schuhmacher (TH Aschaffenburg, Germany)

Ludger Schneider-Störmann (TH Aschaffenburg, Germany)

2. The Contribution of the Sales Function to the Early Stages of Innovation Processes: Exploring How Knowledge Sharing Structures Support or Hinder the Flow of Knowledge

Katariina Ylönen (University of Eastern Finland, Finland)

Anu Puusa (University of Eastern Finland, Finland)

Saara Julkunen (University of Eastern Finland, Finland)

3. Redefining Value Selling in the Age of Generative Digital Technologies: Toward Faster, Stronger, and Deeper Customer Relationships

Javier Marcos-Cuevas (Cranfield University, United Kingdom)

Daniel D. Prior (University of New South Wales, Australia)

Session 2 (Track B): 11:30 am – 12:30 pm

Moderator: Greg Rich

Location: Room 36.05

1. AI in the B2B Sales Process: An Exploration of AI-Driven Automation and Augmentation on Socio-Technical System of Sales Organizations

Nirosha Nilmini Sathiskumar (Aalborg University Business School, Denmark)

Poul Houman Andersen (Aalborg University Business School, Denmark)

Deva Rangarajan (IESEG School of Management, France)

2. How AI-Based CRM is Enhancing Salesperson Job Satisfaction and Sales Performance

Romain Franck (EM Strasbourg Business School, France)

3. Artificial Intelligence as a Resource in B2B Sales Management: Insights for Sales Managerial Practices from Data-Driven Organizations

Pia Hautamäki (Tampere University of Applied Sciences, Finland)

Minna Heikinheimo (University of Eastern Finland, Finland)

Session 3 (Track A): 3:00 pm – 4:00 pm

Moderator: Silvio Cardinali

Location: Room 36.01

1. Business Transactions and Negotiation Processes – Investigating the Impact of Power and Dependence

Christine Falkenreck (Hof University of Applied Sciences, Germany)

Ralf Wagner (University of Kassel, Germany)

Maximilian Froch (Hof University of Applied Sciences, Germany)

2. Understanding the Nature of Buyer-Seller Interactions in B2B: A Systematic Literature Review

Alessandro Romoli (University of International Study of Rome, Italy)

Silvio Cardinali (Università Politecnica delle Marche, Italy)

Giada Mainolfi (University of International Study of Rome, Italy)

3. Probing for the Unknown: The Adoption of Customer Knowledge Elicitation Techniques by Salespersons, To Identify Latent and Emerging Needs in Customer-Salesperson Interactions

Arend-Jan Diephuis (Nyenrode Business University, Netherlands)

Bas Hillebrand (Radboud University, Netherlands)

Henry Robben (Nyenrode Business University, Netherlands)

Session 3 (Track B): 3:00 pm – 4:00 pm

Moderator: Maria Rouziou

Location: Room 36.04

1. The Sales and Marketing Interface – Solved!

Kenneth Le Meunier-FitzHugh (University of Warwick, United Kingdom)

Tressa Cometto (ORT University, Uruguay)

Jim Johnson (Rollins College, USA)

2. Navigating the Terrain of Inside Sales: An Explorative Study on Job Requirements in European Job Advertisements

Karina Burgdorff Jensen (University of Northern Denmark, Denmark)

Charlotte Bruun (University of Northern Denmark, Denmark)

Simone Severini (University of Macerata, Italy)

Silvio Cardinali (Università Politecnica delle Marche, Italy)

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

Andrea Holzinger (University of Applied Sciences Upper Austria, Austria)

Pia Hautamäki (Tampere University of Applied Sciences, Finland)

Maciej Pietrzykowski (Poznan University of Economics and Business, Poland)

Pauliina Airaksinen-Aminoff (Tampere University of Applied Sciences, Finland)

3. A Social Identity Perspective on Social Capital in Salespeople's Cross-functional Ties

Ali Anwar (James Madison University, USA)

Maria Rouziou (Texas A&M University, USA)

Nicole Coviello (Wilfrid Laurier University, Canada)

Riley Dugan (University of Dayton, USA)

Session 3 (Track C): 3:00 pm – 4:00 pm

Special Session

Location: Room 36.05

1. AI Sales Odyssey: Universities as AI Pathfinders for SME's

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

Lucie Sára Závodná (Prague University of Economics and Business & College of Polytechnics, Czech Republic)

Valerija Muravjova (University of Applied Sciences Upper Austria, Austria)

Elisabeth Frankus (Institute for Advanced Studies, Austria)

Piotr Kwiatek (University of Applied Sciences Upper Austria, Austria)

Session 4 (Track A): 4:30 pm – 5:30 pm

Moderator: Mark P. Leach

Location: Room 36.04

1. Towards a New Framework of Competence Sets in Sales: Conceptual Considerations Based on Paradoxical Ways of Thinking

Jorge Filipe Da Silva Gomes (University of Lisbon, Portugal)

Stefan Wengler (Hof University of Applied Sciences, Germany)

Harald Hammer (University of Applied Sciences Upper Austria, Austria)

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

2. Same Result, Different Paths: How Salesmen and Saleswomen Leverage Past Relationships to Reacquire Lost Customers

Mark P. Leach (University of Wyoming, USA)

Ellen Bolman Pullins (University of Toledo, USA)

3. Towards a Better Understanding of Frontline Employee Sabotage

Ahmed Saiad (Université de Lorraine, France)

Sandrine Hollet-Haudebert (Université de Toulon, France)

Hélène Delacour (Université de Lorraine, France)

Session 4 (Track B): 4:30 pm – 5:30 pm

Special Session

Location: Room 36.05

1. What Constitutes a Modern MBA Sales Program?

Timo Holopainen (Turku University of Applied Sciences, Finland)

Johannes Reiter (University of Applied Sciences Wiener Neustadt, Austria)

Stefan Wengler (Hof University of Applied Sciences, Germany)

Friday, June 7

Session 5 (Track A): 10:00 am – 11:00 am

Moderator: Piotr Kwiatek

Location: Room 36.04

1. Transcending Customer Relationship with Adaptive Selling of Quiet Brands

Ananya Rajagopal (Universidad Anahuac Mexico, Mexico)

Rajagopal (Tecnologico de Monterrey, Mexico)

2. Considerations for Measuring Emotions in B2B Decision Making

Sam Schweickhardt (Aalen University, Germany)

Alexander Grohmann (Aalen University, Germany)

Christophe Fournier (Université de Montpellier, France)

3. Exploring the Application of AI for Forecasting B2B Sales: A Comparative Study in the International Automotive Aftermarket

Piotr Kwiatek (University of Applied Science Upper Austria, Austria)

Grzegorz Leszczyński (Poznań University of Economics and Business, Poland)

Amira Mouakher (University of Perpignan Via Domitia, France)

Session 5 (Track B): 10:00 am – 11:00 am

Moderator: Karen Peesker

Location: Room 36.05

1. Global Events Demand Global Data: COVID-19 Crisis Responses and the Future of Selling and Sales Management Around the Globe

Maria Rouziou (Texas A&M University, USA)

Willy Bolander (Texas A&M University, USA)

Karen Peesker (Toronto Metropolitan University, Canada)

Pia Hautamäki (Tampere University of Applied Sciences, Finland)

Deva Rangarajan (IESEG School of Management, France)

Manoshi Samaraweera (University of Central Oklahoma, USA)

Jorge Bullemore Campbell (Universidad del Desarrollo, Chile)

Michel Klein (Université de Strasbourg, France)

Raj Agnihotri (Iowa State University, USA)

Karina Burgdorff Jensen (Aalborg University Business School, Denmark)

Danny Pimentel Claro (Insper, Brazil)

Christophe Fournier (Université de Montpellier, France)

Gabriel Gonzalez (San Diego State University, USA)

Paolo Guenzi (Università Commerciale Luigi Bocconi, Italy)

Selma Kadić-Maglajić (Copenhagen Business School, Denmark)

Christine Lai-Bennejean (emlyon business school, France)

Walter Palomino-Tamayo (ESAN University, Peru)

Carla Ramos (Insper, Brazil)

Lynette Ryals (Cranfield University, United Kingdom)

Jim Salas (Pepperdine Graziado Business School, USA)

Huanhuan Shi (Texas A&M University, USA)

Philip Squire (Consalia Sales Business School, United Kingdom)

Jörg Westphal (FOM University of Applied Sciences, Germany)

2. Coaching Salespeople: How AI and Managers Should Adapt their Coaching to Positively Impact their Salespeople's Mindset

Eric Casenave (Grenoble Ecole de Management, France)
Laurianne Schmitt (IESEG School of Management, France)

3. Educating the Mindsets and Skills of "Osekkai" Sales Experts

Shinji Hongo (Okayama University of Science, Japan)
Chizuru Taniguchi (Okayama University of Science, Japan)

Session 6 (Track A): 11:30 am – 12:30 pm

Moderator: Deva Rangarajan

Location: Room 36.04

1. Desired Outcomes from B2B Selling – A Conceptualization

Per Ivar Seljeseth (Nord University Business School, Norway)

2. Beyond Virtual Realities: Pioneering AI in Sales – Unraveling Beat the Bot's Impact on Negotiation Skills in Corporate Contexts

Stephanie Jordan (Neu-Ulm University of Applied Sciences, Germany)
Barbara Dannenmann (Neu-Ulm University of Applied Sciences, Germany)
Alexander H. Kracklauer (Neu-Ulm University of Applied Sciences, Germany)
Jörg Westphal (FOM University of Applied Sciences, Germany)
Deva Rangarajan (IESEG School of Management, France)

3. Account-Based Marketing in B2B Markets: Conceptualization, Key Drivers and Outcomes

Silvio Cardinali (Università Politecnica delle Marche, Italy)
Joel Mero (University of Jyväskylä, Finland)
Simone Severini (University of Macerata, Italy)
Harri Terho (Tampere University, Finland)

Session 6 (Track B): 11:30 am – 12:30 pm

Moderator: George D. Deitz

Location: Room 36.05

1. Customer-Centricity in Sales/Service Context: A Non-Dualistic Philosophical Investigation

Ramendra Singh (IIM Calcutta, India)
Yukti Sharma (Goa Institute of Management, India)

2. ESG and the Service Ecosystem: Effects of Supplier ESG and Value Appropriation Activities on Salesforce Performance

George D. Deitz (University of Alabama at Birmingham, USA)
John D. Hansen (University of Alabama at Birmingham, USA)
Kevin Westbrook (Union University, USA)
Robert Evan, Jr. (Murray State University, USA)

3. Fitting In to Win: Individual Cultural Fit's Impact on Salesperson Performance

David Brauer (West Virginia University, USA)
Elizabeth Brauer (West Virginia University, USA)
Emily Tanner (West Virginia University, USA)

Session 7 (Track A): 2:15 pm – 3:15 pm

Moderator: Roland Kassemeyer

Location: Room 36.04

1. Toward an Understanding of Sales Leaders' Roles in Adding Value to a Team in a Business-to-Business (B2B) Context

Marko Hänninen (ESCP, France)

2. Identifying Impostor Phenomenon as a New Determinant of Salespeople's Burnout and Exploring the Moderating Role of Customers and Managers

Laurianne Schmitt (IESEG School of Management, France)
Romain Franck (Université de Strasbourg, France)
Ellis Chefor (Illinois State University, USA)
Bruno Lussier (HEC Montréal, Canada)

3. Variable Compensation Goal Conflict Between Salespeople and Sales Managers

Roland Kassemeyer (Warwick Business School, United Kingdom)
Lisa Beeler (Clemson University, USA)
Bruno Lussier (HEC Montréal, Canada)
Johannes Habel (University of Houston, USA)

Session 7 (Track B): 2:15 pm – 3:15 pm

Special Session

Location: Room 36.05

1. Artificial Intelligence and Student Learning: Early Data and Future Considerations

Robert M. Peterson (Northern Illinois University, USA)
Stefanie Boyer (Bryant University, USA)

Session 8 (Track A): 3:45 pm – 4:45 pm

Moderator: Jay Mulki

Location: Room 36.04

1. Systemic Collaboration in B-to-B Selling Practices: How Sales Practitioners Collaborate in Sales Ecosystems to Cocreate Value with Customers

Laure Chambost-Guigard (Magellan Laboratory, Jean-Moulin Lyon 3 University, France)
Christine Lai-Bennejean (emlyon business school, France)
Catherine Pardo (EMLYON Business School, France)
Régine Vanheems (Magellan Laboratory, Jean-Moulin Lyon 3 University, France)

2. Tolerance to Ambiguity and Adaptive Selling: Moderating Role of Age

Jay Mulki (Northeastern University, USA)

Jobst Görne (Academic Association of Sales Engineering, Germany)

Divakar Kamath (NMIMS School of Business Management, India)

Teidor Lyngdoh (Indian Institute of Management, India)

Session 8 (Track B): 3:45 pm – 4:45 pm

Special Session

Location: Room 36.05

1. Leveling up Commercial Agents' Competences (LUCA)

Silvio Cardinali (Università Politecnica delle Marche, Italy)

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

Deva Rangarajan (IESEG School of Management, France)

Alessandro Romoli, (University of International Study of Rome, Italy)

Saturday, June 8

Session 9 (Track A): 10:15 am – 11:15 am

Moderator: Daniel M. Ladik

Location: Amphi Robert Reix

1. Biological or Psychological Gender Effects? Reexamining Salesperson Performance and Propensity to Leave

Daniel M. Ladik (Seton Hall University, USA)

Hossein Hashemi (Penn State University, Harrisburg, USA)

2. Empirically Tested Predictors of Sales Performance – Tips and Guidelines for Sales Managers

Nils M. Høgevold (Kristiania University College, Norway)

Rocio Rodriguez (Kristiania University College, Norway)

Göran Svensson (Kristiania University College, Norway)

Session 9 (Track B): 10:00 am – 11:00 am

Moderator: Bitty Balducci

Location: Room 5

1. Linguistic and Paralinguistic Accommodation in Sales Prospecting Calls

Bitty Balducci (Washington State University, USA)

Alec Pappas (Washington State University, USA)

2. Towards a Limited Language Model in Sales Research

Piotr Kwiatek (University of Applied Sciences Upper Austria, Austria)

Hideaki Kitanaka (Takushoku University, Japan)

Session 9 (Track C): 10:00 am – 11:00 am

Special Session

Location: Room 7

1. Faster, Stronger, and Together: Enhancing the Impact of Sales Research in Sales Management Practice

Javier Marcos-Cuevas (Cranfield University, United Kingdom)

Pia Hautamäki (Tampere University of Applied Sciences, Finland)

Andy Hough (Cranfield School of Management, United Kingdom)