



# THE 2019 NATIONAL CONFERENCE IN SALES MANAGEMENT

*Wednesday, March 27*

Time	Session	
Afternoon	<b>Research Session</b> Desiree Jost (Justus-Liebig University), "Revising the customer-orientation performance link"  Michael Peasley (Middle Tennessee State University), Rajesh Srivastava (Middle Tennessee State University), "What happens at home doesn't stay at home: evaluating the impact of personal stress on salesperson burnout and performance" Bruno Lussier (HEC Montréal), Nathaniel Hartmann (University of Hawai'i at Mānoa), Willy Bolander (Florida State University), "Protecting against the effects of emotional exhaustion on unethical behaviors: The moderating roles of perceived supervisor support and salesperson grit"  <b>Teaching Session</b> Kelly Blay (Kent State University), "Mastering a money making personality: Demonstrating a technique or assignment" Rebecca Dingus (Central Michigan University) and Jeffrey Hoyle (Central Michigan University), "Please don't hang up: Integrating cold calling and phone skills in the professional sales classroom" Charles Howlett (Northern Illinois University), "Professional selling in the field" Greg McAmis (Mercer University), "An options-based final project in personal selling"  <b>Research Session</b> Christopher Nelson (Duquesne University), James Brown (West Virginian University), "Trust recovery in the buyer-seller relationship" Bryan Hochstein (University of Alabama), Willy Bolander (Florida State University), Benjamin (Ben) Britton (University of Alabama), Alexander Pratt (University of Alabama), "Face-to-face B2C sales value delivery: Knowledge brokers and consumer informedness" Juliana White (Southeastern Louisiana University), James 'Mick' Andzulis (Ohio University), Vincent Jeseo (Louisiana State University), "Relationship selling and value co-creation: Enhancing customer loyalty"  Do you Teach Sales from a Script? Try a Dose of Improv Robert Peterson (Northern Illinois University) and Stefanie Boyer (Bryant University)	
	Evening	Welcome Reception

## Thursday, March 28

Time	Session
Morning	<p><b>Research Session</b></p> <p>Anna Abramova (Hanken School of Economics), "Sales-Service Interface on a Team Level: How Inclusion of Service Employees in a Sales Team Influences Customer Satisfaction"</p> <p>Gary Schirr (Radford University), Maneesh Thakkar (Radford University), Laurel Schirr (Virginia Tech), Richard Buehrer (University of Toledo), Lisa R. Simon (California Polytechnic State University), "Relevant Research for Sales Managers and Professionals"</p> <p>Elina (Yihui) Tang (University of Illinois at Chicago), Murali Mantrala (University of Missouri), "Business-To-Business Selling With Tandem Customer Needs In Mind"</p>
	<p><b>Meet the Editors</b></p>
	<p><b>Research Session</b></p> <p>Michael Mallin (University of Toledo), Ellen Pullins (University of Toledo), Susan Shultz (University of Toledo), Sales Leadership Development Gap: What Sales Managers Are Saying"</p> <p>Allison Crick (Indiana State University), David Fleming (Indiana State University), Concha Allen (Central Michigan University), "Empirical Investigation of Employee Preference Based Typology for Adaptive Leadership"</p> <p>Nawar Chaker (Elon University), Andrea Dixon (Baylor University), "Teaching Political Skill to Students in Formal Sales Education"</p>
Lunch	<p><b>PSE Awards Luncheon</b></p>
Afternoon	<p><b>Teaching Session</b></p> <p>Stefanie Boyer (Bryant University), "Mix it up: Teaching sales students about AI with the help of salesforce.com"</p> <p>Harvey Markovitz (Pace University), "Teaching students how to turn cold calls into 'gold calls'"</p>
	<p><b>Demystifying Digital Sales Tools: Opportunities in Digital Transformation</b></p> <p>Michael Rodriquez, Salesforce Tools</p> <p>Stefanie Boyer (Bryant University), Virtual Sales Competitions</p> <p>Scott Randall (RNMKRS), Virtual Sales Competitions</p>
Evening	<p><b>Top Golf</b></p>

## Friday, March 29

Time	Session
Morning	<p><b>Research Session</b></p> <p>Benjamin (Ben) Britton (University of Alabama), "I know what I want, and it's yours: Managing the envy of competitive salespeople"</p> <p>Hatem Bata (Albany State University), Earnell LaShawn Seay (Albany State University), "Problems in Selling of Green Information System from a Procuring Manager's View"</p> <p>Ricky Ferguson (Nova Southeastern University), Thomas Morgan (Shippensburg University), "Information Sharing Within the Supply Chain: The Criticality of Salespeople"</p> <p><b>Teaching Session</b></p> <p>Lisa R. Simon (California Polytechnic State University), "Sales role play popcorn"</p> <p>Charles Ragland (Indiana University), "Sales position analysis"</p> <p>Robert Peterson (Northern Illinois University) and Howard Dover (University of Texas-Dallas), "Design thinking via post-it note approach"</p> <p>Don Thacker (Kent State University), "The future generation that modifies the approach to teaching professional selling"</p>
Lunch	<p><b>Lunch on your own</b></p>
Afternoon	<p><b>Research Session</b></p> <p>Mary Shoemaker (Widener University), Robert Hooker (University of South Florida), Richard Plank (University of South Florida), "A Comparison of Social Media Usage by Industrial Buyers and Sellers: A User Objectives/Goals Perspective"</p> <p>Aaron Arndt (Old Dominion University), "The Sensing-Interpreting-Responding Model of Dialogue Exchanges"</p>
Evening	<p><b>Escape Room</b></p>

