

St. Louis, Missouri

Wednesday, April 7 to Friday, April 9, 2021

Colleagues,

We have all been "socially-distanced" from each other for a while, and if you are like us, you cannot wait to see our contemporaries in sales education again. What better way to reconnect with old friends or make new ones than at the National Conference in Sales Management. In 2021, NCSM will reconvene in St. Louis, Missouri April 7<sup>th</sup> - 9<sup>th</sup> at the Hilton St Louis at the Ballpark.

On-site conference check-in for NCSM begins at 7:00 a.m. on April 7<sup>th</sup>. The conference will begin Wednesday at 11:00 a.m. with a doctoral student professional development session and regular sessions beginning at 1:00 p.m. followed by an evening welcome event. Thursday will consist of a full day of research, teaching and special sessions capped off by one of the famous NCSM special evening events. Sessions continue through Friday afternoon, concluding with a surprise event Friday evening (more details will be shared on [www.NCSMWeb.com](http://www.NCSMWeb.com) as the registration date approaches).

The conference consists of double-blind review competitive paper sessions, research roundtable sessions, sales education sessions, and special sessions devoted to connecting academia and practice. Cash prizes are awarded for best competitive papers, doctoral student paper, and teaching innovation presentation. For more information about the NCSM, please go to [nscmweb.com](http://nscmweb.com) or contact the Program Chair, Dr. David Fleming, [David.Fleming@indstate.edu](mailto:David.Fleming@indstate.edu).

**Submission Deadline: Friday, October 16, 2020**

Submission guidelines are provided below and on the submissions website.

***Follow them closely!***

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### COMPETITIVE PAPER SUBMISSIONS

Conceptual and empirical papers related to all aspects of professional selling and sales management are welcome. Papers which connect scholarship with practice and those which explore interesting new trends, directions, and important developments in selling and sales management are especially encouraged.

**Papers should be submitted electronically at:** [2021 NCSM Competitive Paper Submission](#)

Authors of the competitive paper manuscript judged to be the top paper in terms of quality and relevance will receive a cash prize and special consideration for publication in the Journal of Selling. Session chair: Christine Lai-Bennejean at Emlyon Business School ([lai@em-lyon.com](mailto:lai@em-lyon.com)).

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### DOCTORAL STUDENT SALES RESEARCH PROGRAM

Doctoral student papers (empirical or conceptual) related to sales management or selling topics authored by a current doctoral student (with limited advisor guidance) in marketing or a closely related field are welcome. Attending author(s) of the best doctoral papers will be recognized as a "2021 NCSM Doctoral Fellow" in one of two categories: 1) Best Doctoral Paper and 2) Most Promising Working Paper and each winning paper will receive a cash prize. Student presentations will be interspersed throughout competitive paper sessions.

**Papers should be submitted electronically at:** [2021 NCSM Doctoral Student Sales Research Program](#)

Please indicate either "competitive doctoral paper" or "working paper" within your submission. Competitive papers should be well developed with some data and/or solid conceptual arguments stated in twenty to thirty pages. Working papers should be well written and developed but may lack data or complete theory development stated in five to ten pages.

Questions? Contact: Session co-chairs: Dr. Catherine Johnson at the University of Toledo ([catherine.johnson3@utoledo.edu](mailto:catherine.johnson3@utoledo.edu)) and Dr. Bryan Hochstein ([bryanh@cba.ua.edu](mailto:bryanh@cba.ua.edu)).

*Note: Doctoral students who attend the doctoral professional development session scheduled for 11 a.m. on Wednesday, April 7, 2021 (lunch included for doc students), will have their NCSM conference fees waived regardless of submission status.*

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### BEST PRACTICES IN SALES EDUCATION SESSION

NCSM also highlights best practices in teaching providing a development opportunity for everyone that teaches sales-related classes. A portion of the schedule will be aimed at everyone wishing to develop, improve or refresh their sales teaching skills. The 2021 NCSM will again offer this very special session highlighting innovative sales pedagogies. The best teaching innovations presented at the conference will each receive a cash award.

**Those interested in submitting a teaching proposal for consideration should submit their proposal electronically at:** [2021 NCSM Best Practices in Sales Education Session](#)

Session Chair: Dr. Rebecca Dingus at Central Michigan University ([dingu1r@cmich.edu](mailto:dingu1r@cmich.edu)).

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### SPECIAL SESSIONS

We encourage a wide variety of proposals for special sessions, which are a hallmark of NCSM. These can be focused on sales practice, academic research, bridging the gap between theory and practice, or even trips to St. Louis-based businesses of interest.

**Proposals should be submitted electronically at:** [2021 NCSM Special Sessions](#)

Session chair: Dr. Stefanie Boyer at Bryant University ([sboyer@bryant.edu](mailto:sboyer@bryant.edu)).

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### HOTEL ACCOMMODATIONS

Hilton St Louis at the Ballpark

1 South Broadway

St Louis MO 63102

Room Rate: \$160/single-quad occupancy

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## SUBMISSION GUIDELINES FOR ALL COMPETITIVE and DOCTORAL RESEARCH PAPERS

(please follow closely)

The complete paper should be **submitted electronically** at the appropriate track in Microsoft Word format **no later than Friday, October 16, 2020**.

*Be sure to submit your paper to the appropriate URL on the NCSM website:*

- For competitive papers: [2021 NCSM Competitive Paper Submission](#)
- For doctoral student papers: [2021 NCSM Doctoral Student Sales Research Program](#)

**Please submit one (1) file with author information (names, affiliation, address, phone, and email) confined to the first page only. Please indicate which one author is the key contact for communication. The second page should begin with the manuscript title and abstract.**

Papers will be reviewed using a double-blind review procedure. Authors should avoid revealing their identities in the bodies of the papers (again, names are to be on the first page only). 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 Selling*. Maximum length is 30 double-spaced pages, including tables, exhibits, and references. Submissions that exceed 30 pages will be immediately returned to the author for appropriate editing. As another option, authors may submit extended abstracts (~5 pages), which will also be double-blind reviewed (but extended abstracts are highly unlikely to win best paper awards).

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. Conceptual research papers, extended abstracts (~5 pages), and works-in-progress are highly welcome and encouraged.

*Note:* Submissions not accepted for the competitive paper session will be automatically considered for inclusion in the Research Roundtable session, which is an interactive, small-group discussion designed to give authors suggestions and feedback about their early stage research. Authors should inform the session chair (Dr. Christine Lai-Bennejean, [lai@em-lyon.com](mailto:lai@em-lyon.com)) if they prefer that their submission be considered exclusively for the Research Roundtable session - otherwise, the submission will first be considered for a competitive paper session.

To be considered for presentation at the conference and publication in the *Proceedings*, a paper or a similar version of it **must not:** (a) have been previously published, (b) have been accepted for publication elsewhere, (c) be under an advanced stage (second or higher round) of review publication elsewhere, or (d) be submitted for review by another conference until such time as it is rejected from this conference.

At least one author of an accepted paper **must:** (a) appear at the conference to present the paper, (b) return a properly formatted version of the paper (formatting instructions will be provided to the authors of accepted papers from the Proceedings Editor) to the *Proceedings* editor for publication in the *Proceedings* in abstract or full paper version, and (c) pre-register for the Conference no later than when submitting the final draft of an accepted paper(s).

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## **SUBMISSION GUIDELINES FOR ALL SALES EDUCATION SESSIONS**

(please follow closely)

The complete paper should be **submitted electronically** to the appropriate session in Microsoft Word format **no later than Friday, October 16, 2020.**

*Be sure to submit to the appropriate link: [2021 NCSM Best Practices in Sales Education Session](#)*

Proposals will be evaluated on: ease of implementation, quality and clarity of instructions and material, beneficial in terms of value, uniqueness, and originality.

The document should begin with a title page that includes:

- Author information: name(s) and institution(s)
- Title of the teaching moment or application
- Whether the submission is a Teaching Moment or a Teaching Application (see explanation above)
- An abstract of 150 words or less

The remainder of the document, limited to 3 pages, should include the following:

- Overview of the current challenge, justifying the need, usefulness, uniqueness
- Teaching objectives

- Description of the innovation and how is it novel
- Evidence of outcomes or effectiveness
- Instructions on how to implement the innovation
- Discussion on how to use the innovation

At least one author of an accepted session must:

- appear at the conference to present,
- return a properly formatted version of the session description (formatting instructions will be provided to the authors of accepted papers from the Proceedings Editor) to the Proceedings editor for publication in the Proceedings, and
- pre-register for the Conference no later than when submitting the final draft of an accepted session description(s).

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## SUBMISSION GUIDELINES FOR ALL SPECIAL SESSIONS

(please follow closely)

The complete paper should be **submitted electronically** to the appropriate session in Microsoft Word format **no later than Friday, October 16, 2020**.

*Be sure to submit to the appropriate link: [2021 NCSM Special Sessions](#)*

Manuscripts must include the following:

- Name, affiliation, email and phone number for each person in the session
- Resources needed
- An explanation with a title for the session, and
- Why it should be considered including key benefits to the NCSM audience.

Each submission will be evaluated on the importance and potential contribution of the topic to the NCSM audience in terms of relevance to sales education, sales research and/or sales practice.

At least one author of an accepted session must:

- appear at the conference to present,
- return a properly formatted version of the session description (formatting instructions will be provided to the authors of accepted papers from the Proceedings Editor) to the Proceedings editor for publication in the Proceedings, and
- pre-register for the Conference no later than when submitting the final draft of an accepted session description(s).