

Journal of Selling

Special Issue Call for Papers – Deadline for submissions - 1 September 2017

The Dark Side of Selling

Guest Editor: C. David Shepherd, Georgia Southern University

Sales literature has traditionally been dominated by a focus on the positive impact that certain variables, such as motivation, skill, or trust, can have on performance and other positive outcomes such as satisfaction, and organizational commitment (for example, see Churchill, Ford, Hartley and Walker 1985). However, there has also been a sporadic undercurrent of research looking at the negative, or dark side, aspects of the sales profession. Examples of this dark side research include Mathieu and Pousa's (2011) investigation of salesperson lying, Swimberghe, Jones, and Darrat's (2014) investigation of deviant behaviors of salespeople, Belschak, Verbeke, and Bagozzi's (2006) investigation of sales call anxiety, and Sager's (1994) investigation into of the stress inherent in the sales position. Other dark side research has focused on the potential negative consequences of stress include issues such as alcohol abuse (Patton and Questell 1986), drug abuse (Patton 1988), emotional exhaustion (Babakus et al. 1999), and burnout (Lewin and Sager 2007).

While interest in dark side variables in selling seems to be increasing, it is still quite limited. The purpose of this special issue is to simulate conceptual and empirical papers that will help organize and extend our knowledge into these dark side variables.

Topics of interest for this issue include (but are not limited to):

1. Detrimental effects the Internet had on the role of the sales person and the selling process.
2. Revisiting stressors inherent in the sales profession and coping mechanisms.
3. Motivations for deviant behaviors seen in the sales profession.
4. Sales strategies and/or behaviors that can destroy trust in the salesperson or their organization.
5. Attitudinal and behavior approaches to effectively dealing with harassment or discrimination.
6. Further explication of job burnout in professional selling.
7. The Internet as an organizational or interpersonal coping mechanism.
8. Behaviors and strategies of buyers that sales representatives find problematic.

Contact information for Special Issue Editor:

C. David Shepherd, Ph.D.
Department of Marketing
Georgia Southern University
PO Box 8154
Statesboro, GA 30458
dshepherd@georgiasouthern.edu
912.478-1961 (office)

Submission Information

Each electronic submission should contain two Microsoft WORD files (no PDFs please). The cover page document should include the title of the paper (upper/lower case), name, position and complete contact information for each author. The other document should contain the manuscript without any author-identifying information. Manuscripts should be prepared in accordance with *Journal of Selling* author guidelines found at <http://www.cob.niu.edu/jsmam/>. Papers should be submitted directly to the special issue editor:

References:

Babakus, Ermin, David W. Cravens, Mark Johnston, and William C. Moncrief (1999), "The Role of Emotional Exhaustion in Sales Force Attitude and Behavior Relationships," *Journal of Academy of Marketing Science* (27) 1, 58-71.

Belschak, Frank, Willem Verbeke, and Richard P. Bagozzi (2006), "Coping with Sales Call Anxiety: The Role of Sale Perseverance and Task Concentration Strategies," *Journal of Academy of Marketing Science*, 34 (3) 403-418.

Churchill, Gilbert A, Jr., Neil M. Ford, Steven W. Hartley, and Orville C. Walker, Jr. (1985), "The Determinants of Salesperson Performance: A Meta-Analysis," *Journal of Marketing Research* (22) 2, 103-116.

Lewin, Jeffrey E, and Jeffrey Sager (2007), "A Process Model of Burnout Among Salespeople: Some New Thoughts," *Journal of Business Research*, 60 (12), 1216-1224.

Mathieu, Anne and Claudio Pousa (2011), "Does Supervisory Coaching Behavior Reduce Salespeople's Lies?," *International Journal of Evidence Based Coaching and Mentoring*, (9) 1, 16-28.

Patton, W.E. (1988), "Drug Abuse in the Sales Force," *Journal of Personal Selling & Sales Management*, (8) 2, 21-34.

Patton, W. E. and Michael Questell (1986), "Alcohol Abuse in the Sales Force," *Journal of Personal Selling & Sales Management*, (6) 3, 39-42.

Sager, Jeffrey K. (1994), "A Structural Model Depicting Salespeople's Job Stress," *Journal of the Academy of Marketing Science*, 22 (1), 74-84.

Swimberghe, Krist, Robert Paul Jones, and Mahmoud Darrat (2014), "Deviant Behavior in Retail, When Sales Associates "Go Bad"! Examining the Relationship Between the Work-Family Interface, Job Stress, and Salesperson Deviance," *Journal of Retailing and Consumer Services* (21) 4, 424-431.