



# GLOBAL SALES SCIENCE INSTITUTE

## **11<sup>th</sup> Annual Global Sales Science Institute Conference Mauritius**

**Paradis Hotel & Golf Club, Le Morne - Indian Ocean**

June 6-9, 2017

***"New Frontiers in Sales Research & Education in a Global  
& Sustainable World"***

Conference Co-Chairs

**Prof. Andrea L. Dixon, PhD**  
Baylor University  
Center for Professional Selling

**Prof. Joël Le Bon, PhD**  
University of Houston  
Steven Stagner Sales Excellence Institute



## Welcome!

## Ki Maniere!

The 2017 Global Sales Science Institute (GSSI) Conference theme is “*New Frontiers in Sales Research and Education in a Global and Sustainable World.*” As technology continues to flatten the global marketplace, instantaneous access to information prompts business and consumers to engage with products and companies at higher levels. Such increased involvement coupled with opportunities to co-create value during the sales exchange results in a society that is more fully participative in the sales process. Moving far beyond the exchange of goods and services, the new frontiers in sales research and education explore the transition from traditional views of selling to the modern economy.

Many people have dedicated substantial time and effort to ensure that the 2017 Global Sales Science Institute (GSSI) Conference is a success. Although we thank everyone for their help and support, we particularly acknowledge the outstanding contributions of the teams at Baylor University (Amanda Rodriguez) and the University of Houston’s (Saskya Gagneux Toffano, Carl Herman).

The program also reflects the valuable contributions of the 77 conference reviewers (listed on pp. 13-14). We thank all of those who submitted papers and/or special session proposals, the Sales Education Foundation for their invaluable support to the PhD Students, and all the GSSI members for a truly international conference with 16 countries represented.

We know that you will enjoy this beautiful setting and productive conversations!



**Andrea L. Dixon, PhD**  
Baylor University  
Center for Professional Selling



**Joël Le Bon, PhD**  
University of Houston  
Steven Stagner Sales Excellence Institute

### Thank You to the Sponsors of the 2017 GSSI Conference!

#### Platinum Sponsor



#### Gold Sponsor



Good Food, Good Life

#### Silver Sponsor



#### Educational Sponsor



**Sales Education  
Foundation**  
Elevating the Sales Profession  
Through University Education





## PROGRAM

### Monday, June 5

---

**16:30 – 18:30**     **Conference Registration**  
*Lobby*

**19:30 – 21:30**     **Welcoming Reception**  
*Golf Club House*

### Tuesday, June 6

---

**7:30 – 8:30**     **Conference Registration and Breakfast**  
*Lobby*     Registration  
*Brabant/Blue Marlin*     Breakfast

**8:30 – 9:45**     **Welcoming Words**  
*Conference Room*     *Joël Le Bon, PhD, University of Houston (USA)*  
*Andrea Dixon, PhD, Baylor University (USA)*

**Keynote: Selling a Destination in a Global World**  
*Philippe Espitalier-Noel, CEO, Rogers (Mauritius)*

**9:45 – 10:15**     **Networking Break**

**10:15 – 11:30**     **Session 1: Professional Selling is Challenging**

**Session Chair**

*Deva Rangarajan, PhD, Vlerick Leuven Gent Management School (Belgium)*

**Salesperson's Self Leadership and Performance: The Role of Salesmanship Skills**

*Rakesh K. Singh, PhD, Indian Institute of Management Technology-Ghaziabad (India)*

*Ramendra Singh, PhD, Indian Institute of Management-Calcutta (India)*

*Diptiman Banerji, PhD Candidate, Indian Institute of Management-Calcutta (India)*

**Industrial Service Selling: Is there a Need for a Broader View?**

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

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

*Doris Ehrlinger, PhD, University of Applied Sciences Upper Austria (Austria)*

*David Tempelmayr, PhD, University of Applied Sciences Upper Austria (Austria)*

**How Do Residual Relationships Shape B2B Salespeople's Perceptions and Efforts to Regain Lost Customers**

*Annie H. Liu, PhD, Texas State University (USA)*

*Mark P. Leach, PhD, University of Wyoming (USA)*



## PROGRAM

11:30 – 12:45 **Session 2: Professional Selling is Human**

**Session Chair**

*Roger Byatt, MA, University of Portsmouth (UK)*

**How Salesperson Humor Usage Contributes to Sales Performance in B2B Relationships: Exploring the Mediating Role of Creativity and Customer Trust**

*Bruno Lussier, PhD, HEC Montréal (Canada)*

*Yany Grégoire, PhD, HEC Montréal (Canada)*

*Marc-Antoine Vachon, PhD, Université du Québec-Montréal (Canada)*

**Assessing Emotions in Sales Interactions: A Reaction Time-Based Procedure**

*Ralf Wagner, PhD, University of Kassel (Germany)*

*Katharina Raab, PhD Candidate, University of Kassel (Germany)*

**Emotions in the Negotiation Process:**

**How to Enrich Sales Classes with Biometric Research Tools**

*Ilona Pezenka, PhD, FH Wien University of Applied Sciences of WKW (Austria)*

12:45 – 13:30 **Luncheon**

*The Brabant*

13:30 – 15:30 **GSSI Officers & Steering Committee Planning Meeting**

*Meeting Suite*



## PROGRAM

**Wednesday, June 7**

---

**7:30 – 8:30**    **Breakfast**

*Brabant/Blue Marlin*

**8:30 – 9:45**    **Session 3: Professional Selling is Digital**

*Conference Room*

**Session Chair**

*Joël Le Bon, PhD, University of Houston (USA)*

**Critical Touchpoints in the B2B Buying Process:**

**Impact on the Selling Process in the Digital Era**

*Heidi Kock, PhD Candidate, Haaga-Helia University of Applied Sciences (Finland)*

*Pentti Korpela, PhD, Turku University of Applied Sciences (Finland)*

*Liisa Kairisto-Mertanen, PhD, Turku University of Applied Sciences (Finland)*

*Sirpa Hänti, PhD, Turku University of Applied Sciences (Finland)*

**Status-Quo on the Digitalization of the Sales Process in German Companies**

*Stefan Wengler, PhD, Hof University (Germany)*

*Gabriele Hildmann, PhD, KAIROS GmbH (Germany)*

*Ulrich Vossebein, PhD, Technische Hochschule Mittelhessen (Germany)*

**Practitioner Perspective from The Travel Industry**

**Digital Sales in a Connected World and The Customer Journey**

*Youvraj Seeam, E-Sales & Product Manager, Air Mauritius (Mauritius)*

**9:45 – 10:15**    **Networking Break**



## PROGRAM

10:15 – 11:15 **Session 4: Professional Selling is a Calling & Collaborative**

**Session Chair**

*Manfred Krafft, PhD, University of Muenster (Germany)*

**Sales-to-Marketing Job Transitions**

*Jeff Johnson, PhD, University of Missouri-Kansas City (USA)*

*Joseph Matthes, PhD, College of Business Administration Marquette University (USA)*

**How Students Perceive Salespeople and the Sales Job**

*Paolo Guenzi, PhD, SDA Bocconi School of Management (Italy)*

*Paola Caiozzo, PhD, SDA Bocconi School of Management (Italy)*

*Maria Cristina Cito, PhD, SDA Bocconi School of Management (Italy)*

*Sarah Ghaddar, PhD, SDA Bocconi School of Management (Italy)*

*Giulia Miniero, PhD, SDA Bocconi School of Management (Italy)*

**Enhancing Business Performance through Marketing-Sales Effective Relationship in B2B Firms**

*Konstantinos Lionakis, PhD, Athens University of Economics & Business (Greece)*

*George Avlonitis, PhD, Athens University of Economics & Business (Greece)*

11:15 – 12:30 **Special Session: Professional Selling is About Theory & Practice**

**Exploring the Relationships between Sales Theory, Practice, and Education**

*Ellen Pullins, PhD, University of Toledo (USA)*

*Pirjo Pitkapaasi, PhD, Haaga-Helia University of Applied Sciences (Finland)*

*Rob Peterson, PhD, Northern Illinois University (USA)*

*Annie H. Liu, PhD, Texas State University (USA)*

12:30 – 13:30 **Luncheon**

*The Brabant*

13:30 – 15:30 **Country Advisory Board Meeting**

*Meeting Suite*



## PROGRAM

### Thursday, June 8

---

**7:30 – 8:30**     **Breakfast**

*Brabant/Blue Marlin*

**8:30 – 9:45**     **Special Session: Professional Selling is Changing**

*Conference Room*

**Inside Sales Organizations and Their Place in Modern Sales Management**

*Murali Mantrala, PhD, University of Missouri (USA)*

*Manfred Krafft, PhD, University of Muenster (Germany)*

*Nildari Syam, PhD, University of Missouri (USA)*

**9:45 – 10:15**     **Networking Break**

**10:15 – 11:30**     **Session 5: Professional Selling is About Value**

*Conference Room*

**Session Chair**

*Dawn Deeter-Schmelz, PhD, Kansas State University (USA)*

**Obtaining Incremental Commitment to Advance the Sales Process**

*Jarkko Niemi, PhD, University of Helsinki (Finland)*

*Timo Kaski, PhD, Haaga-Helia University of Applied Sciences (Finland)*

*Ellen Pullins, PhD, University of Toledo (USA)*

**Limited Domain of Applicability of Value Calculators:**

**Evidence from B2B Sales Work**

*Essi Pöyry, PhD, Aalto University School of Business (Finland)*

*Petri Parvinen, PhD, University of Helsinki (Finland)*

**Exploring Possible Down-Side Value Factors in B2B Customers' Buying Processes**

*Timo Kaski, PhD, Haaga-Helia University of Applied Sciences (Finland)*

*Ari Alamäki, PhD, Haaga-Helia University of Applied Sciences (Finland)*

*Pia Hautamäki, PhD Candidate, Tampere University of Applied Sciences (Finland)*



## PROGRAM

**11:30 – 12:45**     **Session 6: Professional Selling is About Motivating, Retaining & Leading**

**Session Chair**

*Doug Hughes, PhD, Michigan State University (USA)*

**Operationalizing Vroom's Expectancy Theory for Raising Sales Force Motivation**

*René Y. Darmon, PhD, ESSEC (France)*

**Direct-Selling Distributors – Why Do They Stay or Leave?**

*Anne Coughlan, PhD, Northwestern University (USA)*

*Manfred Krafft, PhD, University of Muenster (Germany)*

*Julian Allendorf, PhD Candidate, University of Muenster (Germany)*

**Sales Leadership as the Leadership of Perseverance? A Theoretical Synthesis and Research Agenda**

*Erik Waltré, PhD Candidate, Erasmus University (The Netherlands)*

*Bart Dietz, PhD, Erasmus University (The Netherlands)*

*Daan van Knippenberg, PhD, Erasmus University (The Netherlands)*

**12:45 – 13:30**     **Luncheon**

*The Brabant*

**Sales Education Foundation PhD Students Luncheon**

*Hosted by Howard P. and Sally C. Stevens*

**19:00 – 20:00**     **Pre-Gala Cocktail Reception**

*La Ravanne*

**20:00 – 22:00**     **Gala Dinner**

*La Ravanne*

Guest of Honor

**Her Excellency Dr. Ameenah Gurib-Fakim**

*President of The Republic of Mauritius*





## PROGRAM

### Friday, June 9

---

7:30 – 8:30 **Breakfast**

*Brabant/Blue Marlin*

8:30 – 9:45 **GSSI General Assembly**

*Conference Room Jobst Görne, PhD, Hochschule Aalen (Germany), GSSI Chair*

9:45 – 10:15 **Networking Break**

10:15 – 11:00 **Session 7: Professional Selling is About Relationships & Well-Being**

**Session Chair**

*René Darmon, PhD, ESSEC (France)*

**The Buyer-Seller Relationship Initiation Process**

*Paul Viio, PhD, Hanken School of Economics (Finland)*

*William Moncrief, PhD, TCU (USA)*

**Subjective Well-being and Selling Behaviours: A Mediation-Moderation Analysis**

*Teidorlang Lyngdoh, PhD Candidate, Indian Institute of Mgmt Kozhikode (India)*

*Sridhar Guda, PhD, Indian Institute of Management Kozhikode (IIMK) (India)*

*Annie H. Liu, PhD, Texas State University (USA)*

11:00 – 11:20 **Meet the Editors**

**Doug Hughes, PhD, Michigan State University (USA)**

*Editor-in-Chief, Journal of Personal Selling and Sales Management*

**Rob Peterson, PhD, Northern Illinois University (USA)**

*Editor-in-Chief, Journal of Selling*

11:20 – 11:30 **Refreshment Break**

11:30 – 12:30 **Expert Panel: Business Leadership & Countries' Sustainable Development**

*Richard Arlove, CEO, ABAX (Mauritius)*

*Allan Brelu-Brelu, Country/Cluster Manager Indian Ocean Islands, Nestlé (Mauritius)*

*Kris Poonoosamy, Managing Director, CMT International Trading Ltd (Mauritius)*

**Panel Moderator**

*Joël Le Bon, PhD, University of Houston (USA)*

12:30 **Closing Remarks, Passing the Torch & Farewell Luncheon**



## **GSSI 2017 PARTICIPANTS**

### **Participants, Affiliation (Country)**

---

Ari Alamäki, PhD, Haaga-Helia University of Applied Sciences (Finland)  
Julian Allendorf, PhD Candidate, University of Muenster (Germany)  
Roman Anlanger, University of Applied Sciences, BFI (Austria)  
Richard Arlove, CEO, ABAX (Mauritius)  
George Avlonitis, PhD, Athens University of Economics & Business (Greece)  
Diptiman Banerji, PhD Candidate, Indian Institute of Management-Calcutta (India)  
Cindy Bauernfeind, Coburg University of Applied Sciences (Germany)  
Arndt Borgmeier, Aalen University of Applied Sciences (Germany)  
Allan Brelu-Brelu, Country/Cluster Manager Indian Ocean Islands, Nestlé (Mauritius)  
Karina Brückner, Coburg University of Applied Sciences (Germany)  
Karina Burgdorff Jensen, Aalborg University (Denmark)  
Roger Byatt, MA, University of Portsmouth (UK)  
Paola Caiozzo, PhD, SDA Bocconi School of Management (Italy)  
Hock Hwa Chia, Sales Excellence Academy (Singapore)  
Anne Coughlan, PhD, Northwestern University (USA)  
Maria Cristina Cito, PhD, SDA Bocconi School of Management (Italy)  
René Y. Darmon, PhD, ESSEC (France)  
Dawn Deeter-Schmelz, PhD, Kansas State University (USA)  
Bart Dietz, PhD, Erasmus University (The Netherlands)  
Andrea Dixon, PhD, Baylor University (USA)  
Doris Ehrlinger, PhD, University of Applied Sciences Upper Austria (Austria)  
Philippe Espitalier-Noel, CEO, Rogers (Mauritius)  
Robert Fuereder, University of Applied Sciences in Upper Austria (Austria)  
Sarah Ghaddar, PhD, SDA Bocconi School of Management (Italy)  
Jobst Görne, PhD, Aalen University of Applied Sciences (Germany)  
Yany Grégoire, PhD, HEC Montréal (Canada)  
Sridhar Guda, PhD, Indian Institute of Management Kozhikode (IIMK) (India)  
Paolo Guenzi, PhD, SDA Bocconi School of Management (Italy)  
Sirpa Hänti, PhD, Turku University of Applied Sciences (Finland)  
Pia Hautamäki, PhD Candidate, Tampere University of Applied Sciences (Finland)  
Gabriele Hildmann, PhD, KAIROS GmbH (Germany)  
Doug Hughes, PhD, Michigan State University (USA)  
Jeff Johnson, PhD, University of Missouri-Kansas City (USA)  
Liisa Kairisto-Mertanen, PhD, Turku University of Applied Sciences (Finland)



## **GSSI 2017 PARTICIPANTS**

### **Participants, Affiliation (Country)**

---

Timo Kaski, PhD, Haaga-Helia University of Applied Sciences (Finland)  
Heidi Kock, PhD Candidate, Haaga-Helia University of Applied Sciences (Finland)  
Pentti Korpela, PhD, Turku University of Applied Sciences (Finland)  
Manfred Krafft, PhD, University of Muenster (Germany)  
Mark P. Leach, PhD, University of Wyoming (USA)  
Joël Le Bon, PhD, University of Houston (USA)  
Susan Li, Lieberman Research Worldwide (USA)  
Konstantinos Lionakis, PhD, Athens University of Economics & Business (Greece)  
Annie H. Liu, PhD, Texas State University (USA)  
Bruno Lussier, PhD, HEC Montréal (Canada)  
Teidorlang Lyngdoh, PhD Candidate, Indian Institute of Management Kozhikode (IIMK) (India)  
Murali Mantrala, PhD, University of Missouri (USA)  
Joseph Matthes, PhD, Marquette University (USA)  
Erik Mehl, Kristiania University College (Norway)  
Giulia Miniero, PhD, SDA Bocconi School of Management (Italy)  
William Moncrief, PhD, TCU (USA)  
Camille Neunert, Coburg University of Applied Sciences (Germany)  
Jarkko Niemi, PhD, University of Helsinki (Finland)  
Petri Parvinen, PhD, University of Helsinki (Finland)  
Rob Peterson, PhD, Northern Illinois University (USA)  
Ilona Pezenka, PhD, FHWien University of Applied Sciences of WKW (Austria)  
Karl Pinczolics, PhD, FH Wiener Neustadt (Austria)  
Pirjo Pitkapaasi, PhD, Haaga-Helia University of Applied Sciences (Finland)  
Kris Poonoosamy, Managing Director, CMT International Trading Ltd (Mauritius)  
Essi Pöyry, PhD, Aalto University School of Business (Finland)  
Marina Prem, FHWien University of Applied Sciences of WKW (Austria)  
Ellen Pullins, PhD, University of Toledo (USA)  
Katharina Raab, PhD Candidate, University of Kassel (Germany)  
Deva Rangarajan, PhD, Vlerick Leuven Gent Management School (Belgium)  
Anna Rübensaal, Coburg University of Applied Sciences (Germany)  
Kerstin Schmitt, Coburg University of Applied Sciences (Germany)  
Youvraj Seeam, E-Sales & Product Manager, Air Mauritius (Mauritius)  
Rakesh K. Singh, PhD, Indian Institute of Management Technology-Ghaziabad (India)  
Ramendra Singh, PhD, Indian Institute of Management-Calcutta (India)  
Christian Stadlmann, PhD, University of Applied Sciences Upper Austria (Austria)



## **GSSI 2017 PARTICIPANTS**

### **Participants, Affiliation (Country)**

---

Howard Stevens, Sales Education Foundation (USA)

Sally Stevens, Sales Education Foundation (USA)

Nildari Syam, PhD, University of Missouri (USA)

David Tempelmayr, PhD, University of Applied Sciences Upper Austria (Austria)

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

Marc-Antoine Vachon, PhD, Université du Québec-Montréal (Canada)

Daan van Knippenberg, PhD, Erasmus University (The Netherlands)

Paul Viio, PhD, Hanken School of Economics (Finland)

Ulrich Vossebein, PhD, Technische Hochschule Mittelhessen (Germany)

Ralf Wagner, PhD, University of Kassel (Germany)

Erik Waltré, PhD Candidate, Erasmus University (The Netherlands)

Stefan Wengler, PhD, Hof University (Germany)

Felix Weispfenning, Coburg University of Applied Sciences (Germany)

Daniela Weiß, Coburg University of Applied Sciences (Germany)



## GSSI 2017 REVIEWERS

|                         |   |
|-------------------------|---|
| Ari Alamäki             | Haaga-Helia University of Applied Sciences  |
| Concha Allen            | University of Central Michigan              |
| Mick Andzulis           | Ohio University                             |
| George Avlonitis        | Athens University of Economics and Business |
| David Baker             | University of Louisiana at Lafayette        |
| Diptiman Banerji        | IIM Calcutta                                |
| Lisa Beeler             | University of Tennessee                     |
| Leff Bonney             | Florida State University                    |
| Arndt Borgmeier         | Aalen University of Applied Sciences        |
| Othman Boujena          | Neoma Business School                       |
| Pascal Brassier         | Université d'Auvergne                       |
| Jorge Bullemore         | Universidad del Desarrollo                  |
| Eduard Cristóbal        | Universitat de Lleida                       |
| René Darmon             | ESSEC                                       |
| Lenita Davis            | University of Arkansas-Little Rock          |
| Tom DeCarlo             | University of Alabama, Birmingham           |
| Dawn Deeter-Schmelz     | Kansas State University                     |
| Kazuko Deno             | Kwansei Gakuin University                   |
| Bart Dietz              | Eramus University                           |
| Tony Douglas            | Edinburgh Napier University                 |
| Berta Ferrer-Rosell     | Universitat de Lleida                       |
| Yany Grégoire           | HEC Montréal                                |
| Sridhar Guda            | Indian Institute of Management Kozhikode    |
| Paolo Guenzi            | Università Commerciale Luigi Bocconi        |
| Rajesh Gulati           | Saint Cloud State University                |
| Sirpa Hanti             | Turku University of Applied Sciences        |
| Pia Hautamäki           | Tampere University of Applied Sciences      |
| Timo Holopainen         | Turku University of Applied Sciences        |
| Uwe Jaeger              | Bayreuth University                         |
| Mark Johlke             | Bradley University                          |
| Jeff Johnson            | University of Missouri-Kansas City          |
| Liisa Kairisto-Mertanen | Turku University of Applied Sciences        |
| Sami Kalliomaa          | JAMK U of Applied Sciences                  |
| Timo Kaski              | Haaga-Helia University of Applied Sciences, |
| Heidi Kock              | Haaga-Helia University of Applied Sciences  |
| Pentti Korpela          | Turku University of Applied Sciences        |
| Manfred Krafft          | University of Muenster                      |
| Piotr Kwiatek           | American University of Kuwait               |



## GSSI 2017 REVIEWERS

|                       |   |
|-----------------------|---|
| Felicia Lassk         | Northeastern University                       |
| Mark Leach            | Loyola Marymount University                   |
| Matti Leppäniemi      | University of Jyväskylä                       |
| Bryan Lilly           | University of Wisconsin-Oshkosh               |
| Konstantinos Lionakis | Athens University of Economics & Business     |
| Bruno Lussier         | HEC Montréal                                  |
| Teidorlang Lyngdoh    | Indian Institute of Management Kozhikode      |
| Michael Mallin        | University of Toledo                          |
| Joseph Matthes        | Marquette University                          |
| Bill Moncrief         | TCU   |
| Jay Mulki             | Northeastern University                       |
| Ryan Mullins          | Clemson University                            |
| Thuy Nguyen           | Midwestern State University                   |
| Jarkko Niemi          | University of Helsinki                        |
| Vini Onyemah          | Babson University                             |
| Nick Panagopoulos     | University of Alabama                         |
| Petri Parvinen        | University of Helsinki                        |
| Jimmy Peltier         | University of Wisconsin-Whitewater            |
| Rob Peterson          | Northern Illinois University                  |
| Ilona Pezenka         | FH Wien University of Applied Sciences of WKW |
| Juliet Poujol         | University of Montpellier                     |
| Essi Pöyry            | Aalto University                              |
| Ellen Pullins         | University of Toledo                          |
| Katharina Raab        | University of Kassel                          |
| Deva Rangarajan       | Vlerick Leuven Gent Management School         |
| Beth Rogers           | Portsmouth Business School                    |
| Stacey Schetzle       | Ball State University                         |
| Rakesh Singh          | Institute of Management Technology            |
| Ramendra Singh        | IIM Calcutta                                  |
| Ian Speakman          | Cranfield University                          |
| Jeff Tanner           | Old Dominion University                       |
| Margarethe Überwimmer | University of Applied Sciences Upper Austria  |
| Marc-Antoine Vachon   | Université du Québec à Montréal               |
| Paul Viio             | Hanken School of Economics                    |
| Ralf Wagner           | University of Kassel                          |
| Erik Waltré           | Eramus University                             |
| Stefan Wengler        | Hof University                                |
| Joerg Westphal        | FOM Hochschule fuer Oekonomie & Management    |
| Ulrich Zimmermann     | Aalen University of Applied Sciences          |



# GLOBAL SALES SCIENCE INSTITUTE

**- Appendix -**

## **Sessions & Proceedings Overview**



**Professional Selling is Challenging**

- A-1 Salesperson's Self Leadership and Performance: The Role of Salesmanship Skills
- A-2 Industrial Service Selling: Is there a Need for a Broader View?
- A-9 How Do Residual Relationships Shape B2B Salespeople's Perceptions and Efforts to Regain Lost Customers

**Professional Selling is Human**

- A-10 How Salesperson Humor Usage Contributes to Sales Performance in B2B Relationships: Exploring the Mediating Role of Creativity and Customer Trust
- A-17 Assessing Emotions in Sales Interactions: A Reaction Time-Based Procedure
- A-22 Emotions in the Negotiation Process: How to Enrich Sales Classes with Biometric Research Tools

**Professional Selling is Digital**

- A-28 Critical Touchpoints in the B2B Buying Process: Impact on the Selling Process in the Digital Era
- A-34 Status-Quo on the Digitalization of the Sales Process in German Companies

**Professional Selling is a Calling & Collaborative**

- A-40 Sales-to-Marketing Job Transitions
- A-46 How Students Perceive Salespeople and the Sales Job
- A-53 Enhancing Business Performance through Marketing-Sales Effective Relationship in B2B Firms

**Professional Selling is About Value**

- A-65 Obtaining Incremental Commitment to Advance the Sales Process
- A-72 Limited Domain of Applicability of Value Calculators: Evidence from B2B Sales Work
- A-78 Exploring Possible Down-Side Value Factors in B2B Customers' Buying Processes

**Professional Selling is About Motivating, Retaining & Leading**

- A-79 Operationalizing Vroom's Expectancy Theory for Raising Sales Force Motivation
- A-86 Direct-Selling Distributors – Why Do They Stay or Leave?
- A-92 Sales Leadership as the Leadership of Perseverance? A Theoretical Synthesis and Research Agenda

**Professional Selling is About Relationship & Well-Being**

- A-126 The Buyer-Seller Relationship Initiation Process
- A-130 Subjective Well-being and Selling Behaviours: A Mediation-Moderation Analysis