

## *Journal of Service Research*

### Call for Papers

*Journal of Service Research*

#### **Special Issue on “The Interface of Service and Sales”**

The *Journal of Service Research (JSR)* invites competitive article submissions for a special issue on *The Interface of Service and Sales* scheduled for publication in Spring, 2019. The goal of the special issue is to continue to broaden our understanding of the organizational interplay between service and sales.

About *JSR*: While the journal’s focus is on service research, it is important to note that *JSR* does not require that all research submitted come from a marketing perspective. The journal encourages research from many fields, with particular emphases on service management, operations, design, human resources, information systems, and marketing. *JSR*’s most recent two-year impact factor is an impressive 6.847 (and 6.135 without self-cites), which places it fourth overall among all business journals and first among operations, information systems, and marketing journals.

#### **Special Issue Information**

Manuscripts are invited for a special issue of *JSR* on “**The Interface of Service and Sales.**” All theoretical perspectives, research approaches and methodologies are welcome. Submissions offering comprehensive conceptual frameworks, alternative ways of viewing the interplay between service and sales, and innovative methodological approaches are especially encouraged. In addition, papers set within either B2B or B2C contexts are welcome, and research questions that examine sales and service issues across levels (i.e., organizational, team/manager, frontline employee, and/or customer) are especially encouraged. Papers should be both theoretically well-grounded and managerially relevant.

Possible topics include, but are not limited to:

- Organizational-, managerial-, and employee-level variables that influence cross-functional coordination between service and sales personnel.
- The conditions with which greater cross-functional coordination between personnel in service and sales result in greater (lesser) organizational performance or customer value.
- The effects of information silos and knowledge structures housed in separate business units that carry across the same customer(s).
- The utilization of information collected prior to the initial sale to enhance service or vice-versa.
- The relative roles of service and sales personnel for firms engaging in service infusion strategies and how those roles might change during the service infusion process.
- Understanding structural and/or technological (e.g., social media platforms) mechanisms that will allow information to more seamlessly be transferred between sales and service

personnel, particularly between frontline sales/service personnel and those in service operations positions.

- How sales and service personnel can work together to maximize (1) the customer experience and (2) customer engagement with the firm.
- Examining fault lines across the sales and service functions of an organization and the related outcomes.
- Ethical dilemmas and job burnout created when sales personnel are required to service key accounts.
- Tension that follows, and strategies to correct, service breakdowns in key sales accounts.

### **Submission Information:**

The deadline for submission of manuscripts is September 1, 2018. Papers must follow *JSR* guidelines for authors. For more information, please visit

<https://us.sagepub.com/en-us/nam/journal-of-service-research/journal200746%20#submission-guidelines>

Manuscripts will go through the regular *JSR* review process. Only original papers not currently under review or published elsewhere may be submitted. Manuscripts should be submitted through the normal *JSR* submission process using the online submission and peer review system. Registration and access is available at <http://mc.manuscriptcentral.com/journsr>. While submitting, please select “Special Issue Submission –Service and Sales” under “Manuscript Type”.

For further information, please contact the **Special Issue Co-Editors:**

Adam Rapp  
Executive Director, Ralph and Luci Schey Sales Centre  
Schey Professor of Sales  
Ohio University  
209 Copeland Hall  
Athens, OH 45701  
Phone: (740) 593-9328  
Email: [rappa@ohio.edu](mailto:rappa@ohio.edu)

Thomas L. Baker  
Associate Professor of Marketing  
University of Alabama  
Box 870225  
Tuscaloosa, AL 35487  
Phone: (205) 348-9432  
Email: [tbaker@cba.ua.edu](mailto:tbaker@cba.ua.edu)

Nathaniel Hartmann  
Shidler College Faculty Fellow  
Associate Professor of Marketing  
University of Hawai'i at Mānoa  
Shidler College of Business  
2404 Maile Way  
Honolulu, HI 96822  
Phone: (808) 956-6607  
Email: [nnhartma@hawaii.edu](mailto:nnhartma@hawaii.edu)

Michael Ahearne  
C.T. Bauer Professor of Marketing & Research Director, Sales Excellence Institute  
University of Houston  
4750 Calhoun Road  
Houston, Texas 77204-6021  
Phone: 713-743-4155  
Email: [mahearne.uh@gmail.com](mailto:mahearne.uh@gmail.com)