

## *Journal of Selling*

**Special Issue Call for Papers – Deadline for submissions - 15 August 2019**

### *Women in Sales*

**Guest Editor:** Stefanie L. Boyer, Bryant University

Today's business environment presents unique challenges for women in sales. While the field is rapidly changing, university educators continue to experience lower enrollment for women in sales programs and that trend is reflected in sales organizations around the world. Women are underrepresented in sales at all levels, especially VP and executive level sales positions.

With trends in technology and opportunities for working from home, women may have more options to balance family and career. Will the technology shift present opportunities for women in sales? What are the differences between men and women in sales? What strategies are available to help women to become better negotiators, more confident, and better equipped to handle the sales environment? What programs are in place to attract and recruit women in sales positions? How does the #metoo movement impact sales? How are generational cohorts changing gender dynamics within the sales organization?

Understanding what makes female sales leaders effective and ways that organizations can foster leadership effectiveness is an important issue, yet the academic literature has offered limited guidance. Given a pending sales and leadership gap due to retirements and new sales and sales management positions becoming available, the issue of developing the next generation of effective sales leaders deserves attention. To address this women in sales research gap, submissions of empirical, practical application, pedagogy and/or conceptual papers that offer considerable contributions are invited.

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

- Gender difference in sales, sales training or the sales classroom
- Trends for women in sales
- Challenges women face in sales and how to overcome them
- Leading change in the sales organization for women
- Understanding gender roles in sales enablement
- Ethical and legal responsibilities of sales managers related to gender
- Gender and sales analytics
- Importance of diversity in the sales workforce
- Sales leadership for females
- Sales coaching and performance management for women
- Leading and managing across generations
- Managing sales force reward systems and motivation programs with women
- Gender roles in adapting to digital disruption
- Women in technology sales

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**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. *Journal of Selling* manuscripts must contain a “managerial implications” section. Manuscripts should be prepared in accordance with *Journal of Selling* author guidelines: <http://www.cob.niu.edu/departments/marketing/sales/journal-of-selling/>. The *Journal of Selling* has 3 categories of manuscripts:

- **Academic** manuscripts use the traditional scientific approach for understanding sales phenomena and the goal is to add to the body of knowledge that is supported by rigorous research methods.
- **Application** manuscripts focus on sharing cutting edge insight on marketplace behaviors, changes, benchmarks, etc. Theoretically sensible, the papers generally focus on an existing problem/opportunity and provide more information on current reality.
- **Pedagogy** manuscripts should illustrate a teaching/training improvement when using a certain idea/method/content/approach and contain empirical support. The importance of teaching and researching in this domain is vital to help educators and trainers remain on the cutting edge of sales instruction and case studies are now accepted as well.

Papers should be submitted directly to the special issue editor using your Google account via this form: <https://goo.gl/forms/oKa35DQNhSJB58h73> or for non-users, directly to [sboyer@bryant.edu](mailto:sboyer@bryant.edu) with the subject: JS Special Issue Submission.