# *Journal of Selling*

**Special Issue Call for Papers**
Deadline for Submissions: September 1, 2024

## *Artificial Intelligence in Sales: A New Framework to Transform Sales Professionals*

**Guest Editor:**
Reza Rajabi (Northern Illinois University)

Artificial intelligence (AI) is rapidly disrupting industries, and sales & sales management are no exception. This powerful technology promises to revolutionize work processes including managing and evaluating salesforce, managing customer relationship and experience, creating values, and assisting managers to make more efficient decisions. To delve into the current and future impacts of AI across the sales domain, the *Journal of Selling* is calling on researchers and practitioners to submit papers for a Special Issue on "*Artificial Intelligence in Sales: A New Framework to Transform Sales Professionals.*" This is an opportunity to showcase leading-edge research on how AI-driven innovations are enhancing sales capabilities, changing salesforce dynamics, and enabling data-driven selling. Authors are encouraged to address emerging technologies, applications, benefits, risks, ethical considerations, and best practices to offer theoretical and actionable insights of AI in sales environments. By gathering cross-disciplinary perspectives in this Special Issue, we aim to foster an ongoing dialogue around AI as a transformative force in sales management and selling strategy.

We invite authors to submit their research in various forms, including empirical studies, significant conceptual papers, case studies, practical applications, and pedagogy papers that offer considerable contributions in sales literature.

**Topics of interest for this issue include (but are not limited to):**
- Adopting, integrating, and implementing AI within sales teams and sales departments.
- AI's role in driving sales enablement and assisting salespeople, sales teams, and sales managers.
- AI-powered content generation for business-to-business (B2B) interactions.
- The impact of AI-powered recommendation systems on B2B cross-selling.
- Leveraging AI for training and coaching salesforce teams.
- Sales prediction using AI technologies.
- Automating sales processes using AI.
- Customer Engagement with salespeople in the era of AI.
- Ethical concerns of implementing AI in sales.
- The use of AI to address discrimination issues in the workplace.
- Using AI to train and coach the salesforce.

**Contact information for the Special Issue Guest Editor:**
Reza Rajabi, PhD.
Email address: RRajabi@NIU.edu

**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, 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:
https://www.cob.niu.edu/academics/marketing/certificates/journal-of-selling/contributions.shtml.

The *Journal of Selling* has three categories of manuscripts:
- **Academic** manuscripts use the traditional scientific approach for understanding sales phenomena with the goal of adding to the body of knowledge 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 in helping educators and trainers remain on the cutting edge of sales instruction. Case studies are now accepted as well.

Please submit papers directly to a guest editor at RRajabi@NIU.edu with the subject line: JS Special Issue Submission.