

2003 NATIONAL CONFERENCE IN SALES AND SALES MANAGEMENT

PROGRAM

The Hilton Cincinnati Netherland Plaza
Thursday, April 10 through Saturday, April 12

Wednesday, APRIL 9

5:45 – 7:15 PM **OVERTURE: EARLY BIRD RECEPTION AND BOOK EXHIBIT**
SPONSORED BY MCGRAW-HILL/IRWIN

THURSDAY, APRIL 10

8:00 – 8:30 AM **PRELUDE: COFFEE AND ROLLS; WELCOME / ANNOUNCEMENTS**

8:30 – 9:45 AM **SESSION ONE: *The More We Get Together - Types of Selling/Types of Customers***

Session Chair: Sean Dwyer, Louisiana Tech University

Individual Time Perspective and Relational Selling

Gerrard Macintosh, North Dakota State University
Charles D. Stevens, North Dakota State University

An Exploratory Study of Transactional, Consultative, and Enterprise Selling: Salespeople's Perspective

Ramon A. Avila, Ball State University
Scott Inks, Ball State University
Joseph D. Chapman, Ball State University

Rethinking Customer Typologies: A Preliminary Study

Marvin A. Jolson, University of Maryland
Lucette B. Comer, Purdue University
Chia-Chi Chang, Purdue University
Stacey Schetzle, Purdue University
Alan J. Dubinsky, Purdue University

Discussion Leader: Eli Jones, University of Houston

9:45 – 10:00 AM **ENTR'ACTE/ (BREAK)**

10:00 – 11:15 AM **SESSION TWO:** *If You're Happy and You Know It - Stress and Support in the Sales Force*

Session Chair: **Andrea Dixon, University of Cincinnati**

All Stressed Up and Nowhere to Go? The Role of Overload on Job Attitudes, Turnover Intentions, and Sales Professional Performance

Emmanuel Yujuico, University of Houston

Eli Jones, University of Houston

James Roberts, Baylor University

Lawrence Chonko, Baylor University

Antecedents and Outcomes of Salesperson Perceived Organizational Support

Mark C Johlke, University of Carolina at Wilmington

Christina L. Stamper, Western Michigan University

Emotional Intelligence, Primal Leadership, and Sales Management: A Research Agenda

C. David Shepherd, Kennesaw State University

Felicia G. Lassk, Northeastern University

Rick E. Ridnour, Northern Illinois University

Discussion Leader: **Susan Mantel, University of Toledo**

11:15 – 11:30 AM **ENTR'ACTE (BREAK)**

11:30 – 12:30 PM **SESSION THREE:** *Walk This Way - Journal of Personal Selling & Sales Management: Where's It Been and Where It's Going*

Session Chair: **Greg W. Marshall, Oklahoma State University (JPSSM Editor)**

Special Session Panel:

Harry Briggs, M.E. Sharpe, Inc. (*JPSSM* Publisher)

Lucette B. Comer, Purdue University (*JPSSM* Selling and Sales Management Abstracts Editor)

Greg W. Marshall, Oklahoma State University (*JPSSM* Editor)

Donald A. McBane, University of Central Michigan (*JPSSM* Indexing and Information Editor)

12:15 – 1:45 PM **INTERMISSION: OPTIONAL PSE LUNCH** – *Presentation By Erik Hawkins, Director Of Sales And Business Development, Launch Your Yahoo Music Experience*

2:00 – 3:30 PM **SESSION FOUR:** *Somewhere Over The Rainbow - Mapping Out the Future of Sales Research and Updating Our Research Agendas*

A Special Session in 3 Acts:

Act I – “Where we need to go” presentations

Act II – Research roundtable breakout sessions

Act III – Summary of breakout results

Session Facilitator: Ellen Bolman Pullins, The University of Toledo

Special Session Presenters/Breakout Leaders:

Lucette Comer, Purdue University

Buddy LaForge, University of Louisville

Tom Leigh, University of Georgia

Rosann Spiro, University of Indiana

Bill Moncrief, Texas Christian University

3:30 – 3:45 PM **ENTR'ACTE (BREAK)**

3:45 – 4:45 PM **SESSION FIVE:** *Another Brick In The Wall: The University Sales Center Alliance - The Nascent to National Challenges of Legitimizing University Sales Education*

Session Chair: Barbara Dyer, Ohio University

Special Session Participants:

Ramon Avila, Ball State University

Eli Jones, University of Houston

C. David Shepherd, Kennesaw State University

Dan Weilbaker, Northern Illinois University

Mike Williams, Illinois State University

5:30 – 7:00 PM **POSTLUDE: PSE EDUCATORS' RECEPTION – SPONSORED BY VECTOR/CUTCO**

7:00 PM - ??? **OPTIONAL SPECIAL DINNER OPTIONS – A TASTE OF THE TOWN**

FRIDAY, APRIL 11

7:30 – 8:00 AM **PRELUDE: COFFEE AND ROLLS**

8:00 – 8:45 AM **SESSION SIX:** *Lose Yourself - How to Own the Moment: Training and Empowerment*

Session Chair: F. Robert Dwyer, University of Cincinnati

Managerial Perceptions of Sales Training and Performance: Global and Local Firms in Malaysia

M. Asri Jantan, State University of New York, College at Brockport

Earl D. Honeycutt, Jr., Elon University

Empowering the Sales Force with Pricing Authority: A Cross-Cultural Perspective

Vincent P. Magnini, Old Dominion University

Earl D. Honeycutt, Jr., Elon University

John B. Ford, Old Dominion University

Discussion Leader: Rick Shannon, University Western Kentucky

9:00 – 10:30 AM **SESSION SEVEN:** *R.E.S.P.E.C.T. - PSE/NCSM Session*

Keynote Presentation by Glenn Hartman, Director, Customer Operations, North American Market Development Organization of Procter & Gamble

Presentation of NCSM Outstanding Paper and Doctoral Awards

10:30 – 11:15 AM **SESSION EIGHT:** *Call and Answer - Private NCSM Question and Answer Session with Glenn Hartman*

11:15 – 11:30 AM **ENTR'ACTE (BREAK)**

11:30 – 12:30 PM **SESSION NINE:** *Oops! I Did It Again - Sales Education: A Jamboree of Effective Sales Pedagogical Techniques: Round III*

Session Chair: Robert M. Peterson, University of Portland

Special Session Presenters:

Don McBane, Central Michigan University

Daniel McQuiston, Butler University

Robert Peterson, University of Portland

Vicki West, Southwest Texas State University

12:30 – 2:00 PM **INTERMISSION: LUNCH ON YOUR OWN**

2:00 – 3:15 PM **SESSION TEN:** *Ready To Take a Chance Again - Alternative Concepts and Alternative Settings*

Session Chair: Jon Hawes, University of Akron

Session Presenters:

Behaviors, Trust, and Sales Effectiveness in a Retail Automotive Setting

David G. Spaulding, Northwood University

Richard E. Plank, Western Michigan University

Using Transformational Leadership to Influence Customer Trust

Charles H. Schwepker, Jr., Central Missouri State University

Sales Call Interrupted: The Changing Landscape for Outbound Telemarketing in Kentucky

Cynthia F. Mulliken, Bellarmine University

Michael R. Luthy, Bellarmine University

Discussion Leader: Michael Humphreys, Illinois State University

3:15 – 3:30 PM **ENTR'ACTE (BREAK)**

4:00 – ??? PM **SESSION ELEVEN:** *Take Me Out To The Ballgame – A Special Meeting With Reds' Management At The New Great American Ballpark*
Presentation by John Allen, COO

7:10 – 10:00 PM **REDS/PHILLIES BASEBALL GAME (Optional)**

SATURDAY, APRIL 12

8:00 – 8:30 AM PRELUDE: COFFEE AND ROLLS

8:30 – 9:45 PM SESSION TWELVE: *Taking Care of Business – Motivating and Controlling the Sales Force*

Session Chair: Richard Buehrer, University of Toledo

Directional or Pre-specified Objectives: Which Ones Are More Effective at Motivating the Sales Force
René Y. Darmon, ESSEC Business School

Testing Alternative Models of Selling Skills and Job Performance Envelopment Analysis in Salesperson Evaluation

Lawrence S. Silver, Mississippi College

Sales Force Control System (SFCS): A Relational Perspective

Paolo Guenzi, Università Commerciale Luigi Bocconi

Ottavia Pelloni, Università Commerciale Luigi Bocconi

Artur Baldauf, University of Bern, Bern, Switzerland

Nicholas Paparoidamis, IESEG School of Management, Lille, France

Discussion Leader: Earl Honeycutt, Elon University

9:45 – 10:00 AM ENTR'ACTE (BREAK)

10:00 – 11:15 AM SESSION THIRTEEN: *Sign 'O The Times – Technology and Selling*

Session Chair: Timothy Longfellow, Illinois State University

Returning Customer Relationship Management (CRM) to the Selling and Sales Management Curriculum: A Course Proposal

Mary E. Shoemaker, Widener University

Sales Activities and Sales Success: Can We Measure Technology's Role?

Seth Finn, Robert Morris University

Lawrence C. Franzi, Robert Morris University

The Impact of Internet Savvy and Innovativeness on a Real Estate Agent's Internet Utilization and Sales Performance

Dennis N. Bristow, St. Cloud State University

Rajesh Gulati, St. Cloud State University

Steve Mooney, St. Cloud State University

Wenyu Dou, St. Cloud State University

Discussion Leader: Michael Williams, Illinois State University

11:15 – 11:30 AM ENTR'ACTE (BREAK)

11:30 – 12:30 PM **SESSION FOURTEEN:** *Getting Jiggy With It – Teaching the Advanced Sales Class: Suggestions From Three Universities*

Session Chair: Daniel McQuiston, Butler University

Special Session Presenters:

Ramon Avila, Ball State University

Daniel McQuiston, Butler University

Dan Weilbaker, Northern Illinois University

12:30 – 2:00 PM **INTERMISSION: LUNCH ON YOUR OWN**

2:00 – 3:30 PM **SESSION FIFTEEN:** *Don't Be Cruel – Doctoral Paper Session*

Session Chair: Mark Johlke, University of North Carolina, Wilmington

Manager-Salesperson Values Congruence

Susan M. B. Schertzer, University of Cincinnati

Impact of Sales Force Automation Technology on Salespeople: Role of Stress

Deva Rangarajan, University of Houston

Why Did I Lose? An Examination of the Effects of Failure Impact on Salesperson Attributions

Michael L. Mallin, Kent State University

A New Model for Measuring Salespeople's Performance

John Andy Wood, Georgia State University

3:30 – 3:45 PM **ENTR'ACTE (BREAK)**

3:45 – 4:45 PM **SESSION SIXTEEN:** *Love Me Do – A Taxonomy of Trust: A Model for Research and Pedagogy*

Session Chair: James Eckert, Western Michigan University

Special Session Presenters:

James Eckert, Western Michigan University

Steve Newell, Western Michigan University

Richard E. Plank, Western Michigan University

4:45 – 5:15 PM **SESSION SEVENTEEN:** *Bye, Bye, Bye – Updates, Announcements, and Conference Wrap-Up*

5:45 PM - ??? **THE FINALE:** *Optional Outing!*