

2007 NATIONAL CONFERENCE IN SALES AND SALES MANAGEMENT

Program

*Hyatt Regency Irvine – Irvine California
Wednesday, March 28 through Saturday, March 31*

Wednesday, March 28

- 8:00 AM – 6:00 PM** **CONFERENCE REGISTRATION**
Shady Canyon
- 2:00 – 5:00 PM** **UNIVERSITY SALES CENTER ALLIANCE (USCA)
SPRING MEETING**
The Board Room
- 4:30 – 6:30** **PSE WELCOME RECEPTION**
*Sponsored by GlaxoSmithKline
Crystal Cove*
- 6:30 – 7:30** **NCSM WELCOME RECEPTION**
Presidential Suite, Room 1304

Thursday, March 29

*(All regular sessions will be held in The
Conference Theater)*

- 8:00 AM – 6:00 PM** **CONFERENCE REGISTRATION**
Shady Canyon
- 9:00 – 9:30 AM** **COFFEE & ROLLS
WELCOME AND OPENING ANNOUNCEMENTS**
Mark C. Johlke of Bradley University
- 9:30 – 10:30 AM** **PAPER SESSION #1**
Session Chair: Terri Feldman Barr of Miami University of Ohio
- The Millennial Salesperson Challenge: A Research Agenda for
Intergenerational Selling**
Michael L. Mallin, Ellen Bolman Pullins, Richard E. Buehrer, and
Deirdre E. Jones of the University of Toledo

The Influence of Purchase Importance on Buyer Perceptions of Salesperson: Relational and Task Behaviors in Buyer-Seller Relationships

Joseph J. Belonax, Jr. of Western Michigan University, Richard E. Plank of the University of South Florida, and Stephen J. Newell of Western Michigan University

The Influence of Climate Dimensions on a Salesperson's Role Salience, Organizational Commitment, Performance, and Turnover

Rajesh Gulati of St. Cloud State University and Jeff Sager of the University of North Texas

10:45 – 11:45 AM

DOCTORAL STUDENT SALES RESEARCH PROGRAM

Session Chair: Mary E. Shoemaker of Widener University

The Performance Implications of Fitting Control Strategy to the Salesperson's Customer Mind-Set, Job Mind-Set, and Company Mind-Set

Tyler W. Bell, doctoral student at Oklahoma State University

Advertising's Impact on Salesperson Effort and Performance

Douglas E. Hughes, doctoral student at the University of Houston

Noon – 1:30 PM

DOCTORAL STUDENT LUNCH

Sponsored by the Fisher Institute for Professional Selling at the University of Akron, this event is for all doctoral students and invited guests.

1:30 – 3:00 PM

PAPER SESSION #2

Session Chair: Earl Honeycutt of Elon University

An Empirical Examination of Developing Buyer-Seller Relationships

John D. Hansen of Northern Illinois University

Customer Screening and Selection: The Influence of Salesperson Need for Discretion

Sterling A. Bone of Brigham Young University, John C. Mowen of Oklahoma State University, and Karen E. Flaherty of Oklahoma State University

Salesperson Objective Performance and Role Stress- Evidence of an Inverted-U Relationship

Vincent Onyemah of Boston University

Measuring Reaction & Learning of Sales Training Programs

Ashraf M. Attia of the State University of New York at Oswego

3:15 – 4:15 PM

PAPER SESSION #3

Session Chair: Concha Neely of Central Michigan University

The Selling Enthusiasm Scale (SES): A Conceptual Exploration

Douglas A. Amyx of Louisiana Tech University, Dennis N. Bristow and Rajesh Gulati of St. Cloud State University, and Mike Williams of Illinois State University

The Impact of Industry Conditions and Consulting Oriented Sales Training on Consulting Time and Consulting Effectiveness

Al Pelham of the College of New Jersey

An Examination of the Effects of the Facets of Job Satisfaction on Salesperson's Propensity to Leave

Brian N. Rutherford of the University of West Georgia, James S. Boles of Georgia State University, G. Alexander Hamwi of Georgia State University, Ramana Madupalli of Georgia State University, and Leann Pashnyak of the Georgia Department of Audits & Accounts

4:30 – 6:00 PM

NCSM EXECUTIVE BOARD MEETING

The Board Room

5:30 – 7:00 PM

NCSM RECEPTION - SPONSORED BY VECTOR MARKETING

The Conference Terrace

Friday, March 30

8:00 AM – 6:00 PM

CONFERENCE REGISTRATION

Shady Canyon

8:30 – 9:00 AM

COFFEE & ROLLS

9:00 AM

SPECIAL SESSION #1 - MEDICAL SALES: ISSUES IN SELLING TO THE HEALTH CARE INDUSTRY

Session Chair: Mark Leach of Loyola Marymount University

Rob Banis, Western US Sales Director for Omnicell
Tom Bovich, VP of Sales for Leiner Health Products
Jim Petonella, Ex-Executive VP of Sales & Marketing for medical software firms

10:00 AM

SPECIAL SESSION #2 – JOURNAL EDITORS & FUTURE EVENTS OF INTEREST

Session Chair: Ellen Pullins of the University of Toledo

Ken Evans, Editor of the Journal of Personal Selling & Sales Management
Dan Weilbaker, Editor of the Journal of Selling & Major Account Management
David Reid of the Russ Berrie Institute at William Patterson University
Robert M. Peterson of the Russ Berrie Institute at William Patterson University
Ron Michaels of the University of Central Florida
Mark C. Johlke of Bradley University

11:00 AM

SPECIAL SESSION #3 – CURRENT TRENDS IN SALES AND MARKETING

Session Chair: Ellen Pullins of the University of Toledo

Tom Snyder of Hutwaite, Inc.

Noon – 1:45 PM

PSE/NCSM AWARDS LUNCH

Kodak's Digital Transformation

Jeffrey Hayzlett, Chief Marketing Officer, Eastman Kodak

Jeff will discuss the role the Graphic Communications Group (GCG) plays in the transformation of Eastman Kodak Company into a digital company and the challenges of creating a new culture from six merged companies.

2:00 – 3:00 PM

SPECIAL SESSION #4 – JAMBOREE OF EFFECTIVE SALES PEDAGOGICAL TECHNIQUES

Session Chair: Robert M. Peterson of the Russ Berrie Institute at William Patterson University

The Dreaded Daily Quiz: How More Dread Leads to Less Red
James A. Eckert of Western Michigan University

Time and Territory Exercise
John Andy Wood of West Virginia University

Communications Workshop for Sales Students
Terri Feldman Barr of Miami University of Ohio

Nailing the Sales Interview: Prep & Practice
Robert M. Peterson of the Russ Berrie Institute at William Paterson University

3:15 – 4:45 PM

PAPER SESSION #4
Session Chair: John Andy Wood of West Virginia University

Exploring Organizational and Psychological Determinants of Customer-Oriented Selling: Service Climate, Perceived Empowerment, and Engagement
Frederick Hong-kit Yim of Drexel University

Stretching the Truth: Exaggeration Practices of Sales Representatives
John F. Tanner Jr., and Lawrence B. Chonko of Baylor University, George W. Dudley of Behavioral Sciences Research Press

Self-Efficacy and Work Overload
Paul Solomon of the University of South Florida, Jay Prakash Mulki of Northeastern University, and Fernando Jaramillo of the University of Texas at Arlington

The Importance of Various Motivational Factors to College Students Interested in Sales Positions: Has the Student Lens Changed After Sixteen Years?

Denny Bristow of St. Cloud State University, Douglas Amyx of Louisiana Tech University, and Stephen B. Castleberry of the University of Minnesota, Duluth

8:00 PM

OPTIONAL NCSM EVENING SOCIAL

Pelican Hill

***A Comparison of Single Malt Scotches with Single Barrel Bourbons:
An Exploratory Study***

Our host and presenter, David Reid, will guide us in properly sampling and comparing the six award winning whiskies that he chose especially for the evening.

All are welcome to attend but there will be an additional \$20 charge, payable in cash upon entering the tasting area, to sample.

Due to the limited amount of “data” that will be available, sampling will be limited to the first 25 NCSM registrants who separately RSVP for this event with Mark Johlke before March 26th.

Attendees are encouraged to bring their favorite cigars for afterwards (keep in mind that California bans smoking in all indoor areas).

Saturday, March 31

9:00 – 9:30 AM

COFFEE & ROLLS

9:30 – 10:30 AM

PAPER SESSION #5

Session Chair: Jay Prakash Mulki of Northeastern University

The Role of Self-Efficacy on Expectancy, Effort, and Adaptive Selling

Robert C. McMurrian of the University of Tampa and Rajesh Srivastava of Middle Tennessee State University

An Empirical Investigation of Relationship Selling Strategy, Management Controls, Salesperson Behaviors and Sales Organization Effectiveness

Artur Baldauf of the University of Bern and Paolo Guenzi of the Università Commerciale Luigi Bocconi

An Examination of Salesperson Specialization

Mark P. Leach of Loyola Marymount University and Annie H. Liu of Loyola Marymount University

10:45 – 11:30 AM

PAPER SESSION #6

Session Chair: John D. Hansen of Northern Illinois University

The Impact of Practical Experience and Coursework on Student Attitudes Toward Sales Careers

Earl D. Honeycutt, Jr of Elon University, Cassandra DiRienzo of Elon University, Shawn T. Thelen of Hofstra University, and C. David Shepherd of Georgia Southern University.

Work-Related Outcomes of Emotional Intelligence: Exploring the Role of Cognitive Intelligence in a Sales Context

Dheeraj Sharma of Ball State University

11:30 AM

WRAP-UP & FINAL ANNOUNCEMENTS

Mark C. Johlke of Bradley University

OPTIONAL NCSM EVENING SOCIAL

Straggler's Dinner

While some folks will leave for home on Saturday, others will remain until Sunday. If you're one of these "stragglers" then help keep the NCSM spirits going just a little longer by joining with the others for the perfect end to another great sales conference: a really good meal.

Depending on what fine dining options are available and what the crowd finds appealing, once all the final announcements have been made we'll choose a nice restaurant for a group dinner that evening.