

2008 NATIONAL CONFERENCE IN SALES AND SALES MANAGEMENT

Program

*Westin Park Central – Dallas, Texas
Wednesday, March 26 through Saturday, March 29*

Wednesday, March 26

- 8:00 AM – 6:00 PM** **CONFERENCE REGISTRATION**
Covingtons on the Lobby Level
- 2:00 – 5:00 PM** **UNIVERSITY SALES CENTER ALLIANCE (USCA)
SPRING MEETING**
Benbrook Room on the 3rd Floor
- 6:00 – 7:30 PM** **PSE WELCOME RECEPTION**
Laurel's on the Penthouse Level
Sponsored by Brent Fogleman and Sunbelt Office Products

Thursday, March 27 **All NCSM sessions will be held in the Park Central
Conference Room located on the Lobby Level in the
connecting office building**

- 8:00 AM – 6:00 PM** **CONFERENCE REGISTRATION**
Covingtons on the Lobby Level
- 8:45 AM** **COFFEE & ROLLS**
- 9:00 AM** **WELCOME AND OPENING ANNOUNCEMENTS**
Mark C. Johlke of Bradley University
- OVERVIEW OF SALES COMPETENCY MODELING
PROJECT**
Brian Lambert, Director of Sales Competency Group, ASTD

9:30 – 10:30 AM

SPECIAL SESSION #1: IS SALES THE KISS OF DEATH?

Lately it is often said that sales is a “board room topic” and the 2006 HBR special issue on sales certainly heightened awareness of sales in important new circles. However, is everything rosy in sales? We will focus on three dimensions:

Career – sales citations, premier journal opportunities, doctoral programs, sales faculty

Companies – restructures, job titles, skill sets, blended role with marketing, scorecards and metrics

Research – topical relevance, data access, HR department interference, cost, time factor

Panelists: Felicia G. Lassk of Northeastern University
Greg W. Marshall of Rollins College
William C. Moncrief of Texas Christian University

10:45 – 11:45 AM

PAPER SESSION #1

Chair – TBA

Utilizing Activity Theory to Plan Cross-Cultural Sales Training Programs

- James A. Marken of Old Dominion University and Earl Honeycutt of Elon University

Sales Performance and Career State: Comparing and Combining of Studies

- Susan DelVecchio and Ryan J. Perkins of East Carolina University

Noon – 1:30 PM

DOCTORAL STUDENT LUNCH

Sponsored by the Bradley University Professional Sales Program, this event is for all doctoral students and invited guests.

2:00 – 3:00 PM

**DOCTORAL STUDENT SALES RESEARCH PROGRAM
FEATURING THE 2008 NCSM DOCTORAL FELLOWS**

Chair – Mary E. Shoemaker of Widener University

Sales Leaders as Senior Level Management: Application of Upper Echelon Theory for High Growth Companies

- Michael Rodriguez of the Stevens Institute of Technology

Personal Acquaintance: The Key to Relational Differences Between Customers and Friends

- Lisa Papania and Colin Campbell of Simon Fraser University

Examining the Boundary Spanning Role through a Meta-Analytic Review of Perceived Supervisory Support
- Diane Edmondson and Stefanie Boyer of the University of South Florida

3:15 – 4:15 PM

SPECIAL SESSION #2 – WANTED: DOCTORAL STUDENTS INTERESTED IN SALES RESEARCH

Chair – Mark C. Johlke of Bradley University

Panelists: Michael Ahearne of the University of Houston
Jim Boles of Georgia State University
Ken Evans of the University of Oklahoma
Karen Flaherty of Oklahoma State University
Greg Marshall of Rollins College
Adam Rapp of Kent State University

4:30 – 5:30 PM

PAPER SESSION #2

Chair – Garry Smith of Middle Tennessee State University

Towards an Understanding of Ethical Climate's Role in Managing Sales Ethics

- Charles Schwepker of the University of Central Missouri and David Good of Grand Valley State University

The Role of Ethical Salesperson Behavior in Relationship Selling

- John Hansen and Robert Riggle of Northern Illinois University

When Self-Efficacy is Bad and Organizational Citizenship Behaviors are Worse: Non-Traditional Relationships with Call Activity and Percentage of Quota

- Adam Rapp, Raj Agnihotri, and Kevin Trainor of Kent State University

6:00 PM

BUS FOR DINNER AT JOE T. GARCIA'S LEAVES – DINNER IS SPONSORED BY TCU

Friday, March 28

7:30 – 9:15 AM

NCSM BOARD MEETING

Executive Board Room, 2nd Floor

David Shepherd of Georgia Southern University
Mark C. Johlke of Bradley University
Ellen Pullins of the University of Toledo
Terri Barr of Miami University
Mary E. Shoemaker of Widener University
Concha Neeley of Central Michigan University
Scott Inks of Ball State University
David Reid of William Patterson University

8:00 AM – Noon

CONFERENCE REGISTRATION

1:30 – 6:00 PM

Covingtons on the Lobby Level

9:00 – 9:30 AM

COFFEE & ROLLS

9:30 AM

REPORT FROM NCSM BOARD MEETING

David Shepherd of Georgia Southern University

9:45 – 10:00 AM

**SPECIAL SESSION #3 – LESSONS LEARNED:
ESTABLISHING A CENTER FOR PROFESSIONAL
SELLING**

Chair - Lukas Forbes of Western Kentucky University

Lukas will present an overview of the process he went through in establishing the Center for Professional Selling at Western Kentucky University over a 15-month period. Topics discussed will include University funding, private funding, curriculum development, university approval process and departmental coordination.

10:15 – 11:15 PM

PAPER SESSION #3

Chair – Joel Whalen of DePaul University

Workplace Isolation and Supervisory Leadership Style
- Jay Prakash Mulki of Northeastern University and Fernando Jaramillo of the University of Texas at Arlington

Inspired Performance in the Sales Force
- Garry Smith of Middle Tennessee State University and Charles Futrell of Texas A&M University

Marketing and Sales Force Trends: Content Analysis of the Major Journals (2001-2006)

- Said Echchakoui and Anne Mathieu of the University of Sherbrooke

11:15 – 11:45 AM

REPORT FROM JPSSM

Ken Evans, JPSSM Editor

Noon – 1:45 PM

PSE/NCSM AWARDS LUNCH

Salons D, E, and F, located on the 2nd Floor

Keynote Speaker: David Sayers, VP – Field Operations, Northern Region for Chick-fil-A

2:00 – 3:00 PM

SPECIAL SESSION #4 – COLLABORATIVE RESEARCH: BRIDGING THE GAP BETWEEN INDUSTRY AND ACADEMIA.

Chair - Mike Wittmann of the University of Southern Mississippi

Researchers and practitioners have a shared interest in knowledge creation and dissemination in the areas of sales and sales management. Researchers often need access to data and survey respondents while practitioners are seeking new approaches to improve sales effectiveness and efficiency. In this session, we explore ways in which researchers and practitioners can work together to advance the state of the art of selling.

Panelists: Eric L. Brown, Southwest Region Business Director, Neuroscience Specialty Sales, Bristol-Myers Squibb Company
 Jeff Sager of the University of North Texas
 Emily Dodd, Area Manager with Newell Rubbermaid
 John Hansen of Northern Illinois University

3:15 – 4:15 PM

PAPER SESSION #4 – DOCTORAL STUDENT PAPERS

Chair – Mary E. Shoemaker of Widener University

An Investigation into the Affects of the Work Environment Influences on Role Stress, Work-Family Conflict, and Job Satisfaction in a Field Sales Force Setting

- G. Alexander Hamwi of Georgia State University

The Selling Center: Social Capital and Structure

- Jing Yang of the University of Massachusetts, Amherst

Toward a Social Identity Conception of Salesperson Behavior:
Examining Drivers and an Outcome of Organizational Citizenship
Behaviors

- Raj Agnihotri of Kent State University

4:30 – 6:00 PM

**SPECIAL SESSION #5 – EXPLORING THE
INTERSECTION OF SERVICES MARKETING AND
SALES RESEARCH: LEARNING FROM EACH OTHER.**

Chair - Michael Mallin of the University of Toledo

This session will explore broadening the sales area by integrating it with the services marketing area. An expert panel will review the dominant themes in service research and compare them to those in the selling area and then discuss means for the two areas to learn from and work with each other.

Panelists: Tom Ingram of Colorado State University
Ken Evans of the University of Oklahoma
Ray Fisk of Texas State University – San Marcos
Charles Lamb of Texas Christian University

6:00 – 7:30 PM

**RECEPTION – Sponsored by the University Sales Center
Alliance**

Salons A and B, located on the 2nd Floor

Saturday, March 29

9:00 – 9:30 AM

COFFEE & ROLLS

9:30 – 10:30 AM

**SPECIAL SESSION #6 – OPPORTUNITIES FOR
PROFESSIONALLY QUALIFIED (PQ) FACULTY IN
BUSINESS: A SALES EDUCATION PERSPECTIVE.**

Chair - Jacqueline Williams of William Paterson University

This session will explore staffing issues for sales education programs, including possible employment of both doctoral trained, academically qualified (AQ) faculty and professionally qualified (PQ) faculty. This session is designed to reveal what Sales Professionals/Practitioners serving as faculty have come to learn, love and question about academia and what institutional challenges and opportunities exist for staffing sales education programs with PQ faculty.

Panelists: Jacqueline Williams of William Patterson University
James Devine of William Patterson University
Lynn Schleeter of the College of St. Catherine
Joel Whalen of DePaul University
Daniel Strunk of DePaul University
Robert Peterson of William Patterson University

10:45 – 11:45 AM

PAPER SESSION #5

Chair - Jay Prakash Mulki of Northeastern University

The Effects of Coaching on Salesperson's Attitudes and Behaviors:
A Contingency Approach
- Vincent Onyemah of Boston University

The Influence of Organizational Identification on the Relationship
Between Formal Sales Management Control and Salesperson
Performance
- C. Shane Hunt of Arkansas State University; Gary L. Frankwick,
Karen Flaherty, and Alex Zablah of Oklahoma State University

Images of Salespeople and Personal Selling as a Profession – A
Survey among Third-Year Upper Secondary School Students
- Liisa Kairisto-Mertanen, Marjo Kumpula, and Taru Penttila of
the Turku University of Applied Sciences

1:00 – 2:15 PM

PAPER SESSION #6

Chair – C. Shane Hunt of Arkansas State University

An Exploratory Study of the Influence of Salesperson Customer
Orientation, Adaptive Selling, Interpersonal Listening, and Sales
Consulting on Salesperson Performance and Effectiveness
- Al Pelham and Louis Tucci of the College of New Jersey

Disentangling Sales Effectiveness from Sales Performance: A
Measurement Approach
- Rene Darmon of ESSEC Business School

Do You Have An “Established Business Relationship?” Can You
Send An Unsolicited Advertisement Through Fax?
- Raj Srivastava of Middle Tennessee State University and Geoff
Steward of the University of Louisiana at Lafayette

Examining the Relationship of the Transactional and Laissez-Faire Leadership Behaviors of Sales Managers to Salespeople Outcomes - Nermine Atteya of the Modern Academy for Computer Science and Management Technology and Ashraf M. Attia of the State University of New York at Oswego

2:30 – 4:00 PM

SPECIAL SESSION #7 - BEST PRACTICES IN SALES EDUCATION

Chair - Terri Barr of Miami University

All who attend the NCSM are invited to discuss an activity or an idea that has worked well in their classrooms. Additionally, we are asking all conference participants to provide an electronic copy of their sales and/or sales management course syllabi and a one-page summary of their teaching activity/idea, all of which will be put together in a Teaching ‘Proceedings’ for all NCSM conference participants to have. The session will provide the opportunity for colleagues to choose tables according to the course(s) that they teach, making the session a MUST! Think about all of the great ideas that you will come home with to make your classes(s) even more interesting and interactive than they are now. Registered NCSM conference participants should send their teaching idea/activity and syllabi to Terri Barr (barrtf@muohio.edu) no later than March 15 for inclusion in the Teaching ‘Proceedings.’

4:00 PM

WRAP-UP & FINAL ANNOUNCEMENTS

Mark C. Johlke of Bradley University

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OPTIONAL NCSM SATURDAY EVENING SOCIAL

Straggler’s Dinner

While some folks will leave for home on Saturday evening, 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 night.