TUESDAY, APRIL 10
6:30PM - 8:30PM  VIP WELCOME RECEPTION - Tiki Pavilion - Sponsored by Carew

WEDNESDAY, APRIL 11
11:00AM - 1:30PM  DOCTORAL PRE-CONFERENCE SESSION AND DOCTORAL LUNCH
11:45AM - 1:30PM  PSE AWARDS LUNCHEON
1:45PM - 2:00PM  WELCOME FROM THE NCSM BOARD
2:00PM - 3:00PM  RESEARCH SESSION #1
  Session Chair: Nathaniel Hartmann (University of Hawaii Manoa)
  Presentation #1: From Cognition to Action: The Direct Effect of Self-Monitoring and Thought Self-Leadership Strategies on Adaptive Selling Behaviors
  Hayam Alnakhli (University of Texas at Arlington)
  
  Presentation #2: Destructive Selling: An Empirical View from the Perspective of University Level Business Students
  Dennis Bristow, Rajesh Gulati, David Titus, Garth Harris & Zhan (Myra) Wang (St Cloud State)
  
  Presentation #3: Who Owns your Customer Relationships? Development of the “Customer Ownership” Scale
  Ricky Fergusson (Nova Southeastern University)
3:10PM - 3:55PM  TEACHING SESSION #1
Session Chair: Mary Shoemaker (Widener University)
Presentation #1: Whose Line is it Anyways? Using Improvisation to Improve Selling Skills
Linda Mullen, Stefan Sleep, Lindsay Larson (Georgia Southern University)
Presentation #2: Implementing Social Selling in Sales Education Curriculum… The Easy Way!
Michael Rodriguez (Skema Business School, NC State University Campus)
Presentation #3: Sales Position Analysis
Charles Ragland (Indiana University)
Presentation #4: Integrating Objectives across Professional Selling and Sales Management Courses: A Role Play Challenge
Rebecca Dingus & Steven Dahlquist (Central Michigan University)

4:05PM - 5:05PM  RESEARCH SESSION #2
Session Chair: Willy Bolander (Florida State University)
Presentation #1: Learning More About Salesperson Job Satisfaction
Christine Jaushyuam Lai (Laval University) & Betsy Gelb (University of Houston)
Presentation #2: Boosting Sales Force Morale in High-Velocity, Complex Markets: The Role of Organizational Resources
Nikolaos Panagopoulos (Ohio University), Bryan Hochstein, Tom Baker & Michael Pimentel (University of Alabama)
Presentation #3: Focusing on the Influence of Salesperson Expertise and Handling of Objections on Sales Performance: Exploring the Mediating Roles of Task Overload and Job Satisfaction
Bruno Lussier (HEC Montréal)

5:15PM - 6:00PM  USING IMPROV/SPONTANEOUS SELLING IN SALES CLASSES: BUT FIRST LET’S TRY IT OURSELVES
Robert Peterson (Northern Illinois University) & Stefanie Boyer (Bryant University)

7:00PM - 9:00PM  WELCOMING RECEPTION - Old Town Dinner - Sponsored by Carew
THURSDAY, APRIL 12

8:00AM - 8:30AM BREAKFAST

8:30AM - 9:30AM RESEARCH SESSION #3
Session Chair: Richard Buehrer (Ohio Dominican University)
Presentation #1: Sales Process as a Platform for Customer Value Creation
Anna Abramova (Hanken School of Economics)

Presentation #2: Exploring Leadership Behaviours Perceived To Enable Salesperson Performance
Karen Peesker & Lynette Ryals (Cranfield University)

Presentation #3: Sales Coaching Effectiveness: Scale Development and Validation
Carlin Nguyen (California State University, Los Angeles), Andrew B. Artis, Sr., Paul J. Solomon (University of South Florida) & Jeffery Anderson (California State University, Los Angeles)

9:45AM - 10:05AM IMPROV - PUTTING SKILLS TO ACTION
Robert Peterson (Northern Illinois University) & Stefanie Boyer (Bryant University)

10:15AM - 11:15AM TEACHING SESSION #2
Session Chair: Matt Lastner (Illinois State University)
Presentation #1: I Have to Give a Sales Final?
David Fleming (Indiana State University)
Lisa R. Simon (California Polytechnic State University)

Presentation #2: Infusing Live Selling into Your Sales Program and Curriculum
Timothy Butler (University of North Alabama)
Tod Cox (Stetson University)
Kyle Gregory (Gold Benefits/Give Back Nation)

Presentation #3: Don't Gripe, Look to Grapes for a Case Study Millennials Can Grasp: Shore Distribution, Inc.
Stefanie Boyer (Bryant University)
Hannah Bell-Lombardo (Bryant University)
John Lombardo (Bryant University)
Robert Peterson (Northern Illinois University)

11:15AM - 11:30AM PRESENTATION FROM CAREW

11:30AM - 1:15PM CAREER FAIR BOXED LUNCH

11:30AM - 1:15PM DOCTORAL STUDENT LUNCH - Sponsored by Central Michigan University
1:15PM - 1:55PM  **RESEARCH SESSION #4**  
*Session Chair: Heiko Wieland (Cal State Monterey Bay)*  
**Presentation #1: Examining Purchasing Agents' Emotions on Advocacy to Switch Back: Integrating Justice Perceptions and Relationship Quality**  
Richa Chugh (Maynooth University of Ireland) & Annie H. Liu (Texas State University)  

**Presentation #2: The Effects of Information Consistency on Attitude toward Salesperson and Purchase Likelihood**  
Rebecca Rast (Missouri State University), James “Mick” Andzulis (Ohio University), Emily A. Goad (Illinois State University) & Jessica L. Ogilvie (Ohio University)

1:55PM - 2:15PM  **PRESENTATION FROM GARTNER**

2:30PM - 3:30PM  **RESEARCH SESSION #5**  
*Session Chair: Bruno Lussier (HEC Montréal)*  
**Presentation #1: Inside Sales Operations: Inbound/Outbound and Bilingual/Monolingual Inside Sales Centers as Part of the Inside Sales Ecosystem**  
Richard Conde (University of North Texas)  

**Presentation #2: Mad Men: CEOs with Sales and Marketing Backgrounds**  
Collin M Gilstrap & Catherine M. Johnson (University of Toledo)  

**Presentation #3: Sponsoring the Professional Sales Program: A Win-Win for Students and Companies**  
Mark D. Groza, Louis J. Zmich & Mya Pronschinske Groza (Northern Illinois University)

3:45PM - 4:05PM  **PRESENTATION FROM INTERACT**

4:15PM - 5:00PM  **MEET THE EDITORS**  
*Session Chair: Stefanie Boyer (Bryant University)*  
Jimmy W. Peltier, Journal of Marketing Education  
Doug Hughes, Journal of Personal Selling & Sales Management  
Robert Peterson, Journal of Selling  
Andrea Dixon, Journal for Advancement of Marketing Education  
Andrea Dixon, International Journal of Marketing

6:00PM - 10:00PM  **DINNER BOAT CRUISE** - Sponsored by Gartner and Interact
8:00AM - 8:30AM  BREAKFAST

8:30AM - 9:30AM  RESEARCH SESSION #6
Session Chair: Bryan W. Hochstein (University of Alabama)
Presentation #1: Sales Enablement Job Postings: A Thematic Analysis of Responsibilities
Robert Peterson (Northern Illinois University) & Laura Munoz (University of Dallas)

Presentation #2: Developing Formative Measures for Understanding The Use of Social Media by Salespeople
Mary E. Shoemaker (Widener University), Richard E. Plank & Robert Hooker (University of South Florida)

Presentation #3: The Dark Side of Social Selling? Exploring the Nature of Jealousy and Envy in Sales
Benjamin Britton (University of Alabama)

9:45AM - 10:30AM  TEACHING SESSION #3
Session Chair: Stacey Schetzse (University of Tampa)
Presentation #1: Selling Blindly, Literally
Robert Peterson (Northern Illinois University)

Presentation #2: Customer Communication is More Than Texting
Ellen Daniels (Kent State University)

Presentation #3: Rapid Role-Play Assessment Tool
Brittany Fortune (California State University, Chico)

Presentation #4: Using Mini Role Plays to Teach Emotional Intelligence
Catherine Johnson (University of Toledo)

10:45AM - 11:45AM  RESEARCH SESSION #7
Session Chair: Gregory Rich (Bowling Green State University)
Presentation #1: Blurring the Lines: The Roles of Hunters and Farmers in Sales
Hyo Jin (Jean) Jeon (University of Nevada Reno), Greg McAmis (Western Kentucky University) & John Nolan (University of Nevada Reno)

Presentation #2: Selling Online: Man or Machine?
Maneesh Thakkar, Gary R. Schirr (Radford University), Laurel E. Schirr (Virginia Tech) & James Lollar (Radford University)

Presentation #3: The Dark Side of Creativity
Mohammad Amin Rostami (University of Texas at Arlington)

11:45AM - 1:30PM  LUNCH ON YOUR OWN
1:30PM - 1:45PM REPORT FROM THE NCSM BOARD

1:45PM - 2:00PM PRESENTATION FROM USCA

2:00PM - 3:30PM OPPORTUNITIES FOR SALES RESEARCH AND TEACHING SUCCESS

Session Chair: Steven H. Dahlquist (Central Michigan University)

Panel #1: Research Opportunities: Salesperson as Coordinator of Internal Resources
Christopher R. Plouffe (New Mexico State University)
Gabriel Gonzales (San Diego State University)
Gary Hunter (Clemson University)
Kevin Bradford (University of California, Irvine)

Willy Bolander (Florida State University)
Riley Dugan (University of Dayton)

Panel #3: Exploring Bambu, a Tool for Researchers
Bryan W. Hochstein (University of Alabama)
Greg Smith (Bambu)

3:45PM - 5:15PM RESEARCH ROUNDTABLE

Session Chairs: Rebecca Dingus (Central Michigan University) & Catherine Johnson (University of Toledo)

Table #1: Impact of Recruiter and Candidate Racioethnicity on Salesforce Diversity
Bahar Ashnai, Prabakar Kothandaraman & Ki Hee Kim (William Paterson)

Table #2: The Nested Story of Institutional Selling Actors
Jeremy Pfleger, Nathaniel N. Hartmann (University of Hawaii at Manoa) & Heiko Wieland (Cal State Monterey Bay)
Table #3: Crafting an Employee Preference Based Categorization Scheme for Adaptive Leadership
Allison Crick, David Fleming (Indiana State University) & Concha Allen (Central Michigan University)

Table #4: Investigating the Impact of Salesperson Personality on Proactive Selling Behaviors
Michael Peasley (Middle Tennessee State University), Willy Bolander (Florida State University) & Riley Dugan (University of Dayton)

6:00PM - 9:00PM **SUDS WITH BUDS** - America’s Finest Brewery - Sponsored by USCA
*Session Chairs: Willy Bolander (Florida State University) & Riley Dugan (University of Dayton)*