2014 National Conference in Sales Management
Miami, FL
April 9 – April 12, 2014

Hilton Miami Downtown
1601 Biscayne Blvd
Miami, FL 33132
305-374-0000

The University Sales Center Alliance (USCA)
The NCSM 2014 Education Program presenters are invited to post their slides and support materials on the University Sales Center Alliance web page. To promote the finest ideas in professional sales education, the USCA is serving as the curator and host for a downloadable library of sales teaching resources available to members of the NCSM and USCA.

NEW for 2014: USCA Best Sales Teaching Innovation-method Award The Best Sales Teaching Innovation-method Award, sponsored by the University Sales Center Alliance, will be presented at the 2014 NCSM Meeting. The winner will receive $1,000 and a plaque.

The Pi Sigma Epsilon National Educational Foundation (PSE NEF) The PSE NEF has sponsored 15 Doctoral students to be a part of the NCSM. Using the royalties from its publication of the Journal of Personal Selling and Sales Management, the PSE NEF is committed to further the teaching and research of sales. By starting the NCSM in 1980, it supports our current and future generations of sales faculty.

Axcess Capon/Tanner, Honeycutt, and Erffmeyer BEST PAPER AWARD. Authors of the NCSM manuscript judged to be the top paper in terms of quality and relevance will receive a $500 award.
Wednesday, April 9, 2014

8:00-5:00  Event Registration
Location:

12:00-2:00  NCSM Board Meeting
Executive Director, Concha Allen, Central Michigan University
Location: Presidential Suite Rm 1823

2:00-4:00  Pre-session for Doctoral Students
Session Chairs:
Fernando Jaramillo, The University of Texas at Arlington
Brian Rutherford, Kennesaw State University
Location: Boardroom 324

2:00-5:00  USCA Board Meeting
Director, Mark Johlke, Bradley University
Location: Concerto A

6:00-7:30  Welcoming Reception sponsored by Pi Sigma Epsilon
Location: Hotel Poolside
Thursday, April 10, 2014

All NCSM sessions are held in Tenor Room

8:00-8:30  Breakfast (Continental)

8:30-8:45  Welcome
Michael Mallin, NCSM Conference Chair, University of Toledo
Scott Widmier, NCSM Proceedings Editor, Kennesaw State University
Andy Wood, NCSM Special Session Chair, West Virginia University

8:45-10:00  Education Program Overview

University Sales Center Alliance sponsors the Best Sales Teaching Innovation-method Award ($1,000 cash & plaque). A team of three judges will select the winner from the innovations presented at this session.

Jay Mulki,  Education Session Chair, NorthEastern University

Integrating and Layering External Sales Professionals into the University of Georgia’s Terry College of Business Professional Selling Program
Kevin Ellis
John Hulland
Richard Gooner
The University of Georgia

Framework for Teaching Introductory Sales Online
Cindy Rippé, Embry-Riddle Aeronautical University

The Emotional Blueprint
Felicia Lassk, Northeastern University

10:00-10:15  Break

10:15-12:00  Education Session Presentations

Personal Branding Series
Rebecca Dingus, Kent State University
Finding Success in Sales Today: Improve with Improv  
**Stefanie Boyer, Bryant University**

Sales Management Assignment: Role Playing the Recruiter  
**Amit Poddar, Georgia College and State University**

An Experiment in “Flipping” the Professional Selling Classroom  
**Mary Shoemaker, Widener University**

12:00-1:00  
Meet the Recruiters at the Job Fair and Lunch on Your Own  
*Location: Symphony Ballroom*

12:00-1:00  
PhD Student Lunch (sponsored by *Central Michigan University*)  
*Location: Brisa Bistro (in Hotel)*

1:00-2:15  
**Education Session Presentations**

How to Teach Ethics in Sales - Comparison of Practices between France and USA  
**Laure Lavorata, Université Paris-Est Créteil Val de Marne**

Improving the Typical Needs Identification Challenges in Role-Plays  
**Karl Sooder, University of Central Florida**

The "Video Elevator Pitch": A "selling yourself" Class Project  
**Larry DeGarris, University of Indianapolis**

2:15-2:30  
**Break**

2:30-4:15  
**Education Session Presentations**

Main Street Gourmet Muffins/Wendy’s  
**Jon Hawes, Indiana State University**

Nontraditional Final Examinations in Professional Selling: Ideas and Assessment  
**David Fleming, Eastern Illinois University**  
**Andy Artis, University of South Florida**
Evaluating the Effectiveness of Sales Presentations Using Famous Movie Clips

**Michael Marck**, *University of Strathclyde Business School*

Case-à-role: A Tool for Teaching Sales Strategically!

**Prabakar Kothandaraman**, *William Patterson University*

**William Healy**, *William Patterson University*

4:15-5:00 Special Session

Session Chairs:

- **Ann Devine**, Executive Director, Pi Sigma Epsilon
- **Concha Allen**, Central Michigan University

“PSE 101”

Session Panelists:

- **Matthew Bunker**, PSE Faculty Advisor and Chair, *University of Northern Iowa*
- **Helen Brown**, Academic Outreach Manager, *Vector Marketing*
- **Marie Artim**, VP of Talent Acquisition, *Enterprise Holdings*
- **Mark Franklin**, Director of College Recruiting, *MultiView*
- **Michael Van Grinsven**, Dir.Field Recruitment and Officer, *Northwestern Mutual*

An interactive panel to discuss best practices for student success, industry engagement and research collaboration.

6:30 Evening Cruise on The Biscayne Lady

South Florida is most magical when seen from the emerald waters that surround it onboard a luxury yacht charter. Enjoy luxury, comfort, flavorful menu items, and first-class customer service as you, your friends and colleagues create memories that will last a lifetime. Check it out at [http://www.biscaynelady.com/](http://www.biscaynelady.com/)

**Sponsored by MultiView and NCSM.**

Logistic details for meeting and departure to be provided at the conference.
Friday, April 11, 2014

All NCSM sessions are held in Tenor Room

8:00-8:30  Breakfast (Continental)

8:30-9:30  Doctoral Papers Session

Session Chairs:
Fernando Jaramillo, The University of Texas at Arlington
Brian Rutherford, Kennesaw State University

“External Controls: How One Firm Governs another Firm’s Salesforce”
Sarah R. Magnotta, University of Kentucky
2014 NCSM Doctoral Fellow

“Adaptive Firms and Diligent Salespeople: An Examination of the Impact on Customer Satisfaction”
Emily Goad, The University of Texas at Arlington

“Customer Relationships and Deviance in Sales Environments”
Bryan W. Hochstein, The Florida State University

9:30-10:30  Competitive Paper Session

Session Chair:  Laura Serviere-Munoz, University of Dallas

“Salesperson’s Influence on the Global Multichannel Consumer”
Cindy Rippé, Embry-Riddle Aeronautical University
Suri Weisfeld-Spolter, Nova Southeastern University
Yuliya Yurova, Nova Southeastern University

“Supervisory Influence, Employee Creativity, and Job Outcomes”
Raj Agnihotri, Ohio University
Michael T. Krush, North Dakota State University

“A Conceptual Model of the Drivers and Outcomes of Mobile CRM Application Adoption”
Michael Rodriguez, Elon University
Kevin J. Trainor, Northern Arizona University
Program

10:30-10:45  Break

10:45-11:45  Competitive Paper Session

Session Chair: Charles Ragland, The University of Toledo

“Exploring the Effects of Personal Selling and Direct-to-Consumer Advertising in the Pharmaceutical Market: A Valuation Model Analysis”
Rebecca Dingus, Kent State University
Raj Agnihotri, Ohio University
Michael Y. Hu, Kent State University

“Turnover and the Sales Force”
Erin Gillespie, Elon University
Michael Rodriguez, Elon University
Earl D. Honeycutt, Jr., Elon University

“A Content Analysis of Research Methods & Strategies Used by Authors Published in the Journal of Personal Selling & Sales Management”
Andrew B. Artis, University of South Florida
David E. Fleming, Eastern Illinois University
Jennifer Dapko, Florida Southern College
Matthew Askew, Eastern Illinois University

12:00 - 2:00  PSE Luncheon and NCSM Awards Presentation
Location: Symphony Ballroom

Axcess Capon/Tanner, Honeycutt, and Erffmeyer BEST PAPER AWARD. Authors of the NCSM manuscript judged to be the top paper in terms of quality and relevance will receive a $500 award.

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“How to Be Certain in a Totally Uncertain Future.”
Keynote Speaker: **Dan Moore**, President, *Southwestern Advantage Company*. Dan Moore is a 1976 Honors Graduate from Harvard University, and also holds an MBA from Vanderbilt University. He has been involved in business and entrepreneurship as part of the Southwestern Company since 1974. As President, he is responsible for strategy executive both domestically and internationally.

2:00-3:00  Competitive Paper Session

Session Chair: **Richard Buehrer**, *Virginia Tech University*

“How Student Motivations To Sell: A Cross-Cultural Study of the U.S., Chile, and the Philippines”
**Douglas Amyx**, *Louisiana Tech University*
**Denny Bristow**, *St. Cloud State University*
**James J. Cochran**, *Louisiana Tech University*
**Leopoldo Arias-Bolzmann**, *Universidad Adolfo Ibanez*
**Ben Paul Gutierrez**, *University of the Philippines*
**Rajesh Gulati**, *St. Cloud State University*

“How Determinants of Avoidance of Sales Performance Feedback: A Conceptual Model”
**Corinne A. Novell**, *The University of Cincinnati*
**Jane Z. Sojka**, *The University of Cincinnati*
**Karen A. Machleit**, *The University of Cincinnati*

“How Selling with Distraction: Blemish Effects”
**Gary R. Schirr**, *Radford University*
**Maneesh Thakkar**, *Radford University*
**James Lollar**, *Radford University*

3:00-3:45  Special Session

“How Evolution of Experiential Teaching Approaches in Selling and Sales Management”
**Andrea Dixon**, *Baylor University*
**Jeff Tanner**, *Baylor University*
An examination and discussion of the evolution of experiential teaching approaches for selling and sales management that have been published in leading marketing education journals.

3:45-4:00 Break

4:00-5:15 Revising Roundtable Paper Session
The revising roundtable paper session is held in a format whereby the paper author(s) summarize their research in a small group (3-4 participants) setting. Group participants offer feedback through discussion designed to help the author(s) advance their paper toward journal submission and publication. Group participants rotate on a periodic basis so author(s) receive several sets of group feedback.

Session Chair: Lisa Simon, California Polytechnic State University

“Importance of Ethical Climate on Salespeople’s Ethical Behavior Organizational Commitment, Job Performance and Job Satisfaction: Proposal for a Multidimensional Scale”
Laure Lavorata, IRG – Université Paris Est

“Usage of Social Media in Buyer-seller Relationships: A Broader Perspective Research Agenda”
Richard E. Plank, University of South Florida
Mary E. Shoemaker, Widener University

“Who Should Sell? An Investigation of How Start-up Entrepreneurs Make the Sales Agent Choice”
Jason Harkins, University of Maine
Aaron D. Arndt, Old Dominion University

“Thinking Styles and Sales Performance: The Mediating Role of Creative Selling”
Mark D. Groza, Northern Illinois University
David Locander, Louisiana Tech University
Charles H. Howlett, Northern Illinois University

“Examining Intrinsic/Extrinsic Motivation Interrelationships: Research Propositions”
Richard E. Plank, University of South Florida in Lakeland
David A. Reid, Bowling Green State University
“The Effect of Forgiveness on Salesperson Attitudes and Outcomes: A Conceptual Framework”
J. Garry Smith, Tarleton State University

“Salesperson Lifecycle Management Model for Effective Sales Force Development and Management”
Joon-Hee Oh, Georgia State University

5:30 Reception and Networking
Location: Presidential Suite Rm 1823
Sponsored by: The University Sales Center Alliance

7:00 Dinner on your own.
Saturday, April 12, 2014

All NCSM sessions are held in Tenor Room

8:00-8:30  Breakfast (Continental)

8:30-8:45  NCSM Board Report
          Concha Allen, Central Michigan University

8:45-9:45  Doctoral Student Paper Session

  Session Chairs:
  Fernando Jaramillo, The University of Texas at Arlington
  Brian Rutherford, Kennesaw State University

  “Moderating Effects of Salesperson Openness to Experience on Co-Creation of
  Value”
  Stephanie M. Mangus, Louisiana State University
  Matthew M. Lastner, Louisiana State University

  “Social Media Enabled Sales Service Encounters: The Role of Social Media-
  Specific Organizational Support”
  Jessica Lynn Ogilvie, The University of Alabama
  James ‘Mick’ Andzulis, The University of Alabama

  “The Fox Guards the Henhouse: When Suppliers Take on Category Management
  for the Retailer”
  Lee Allison, Oklahoma State University

9:45-10:45  Competitive Paper Session

  Session Chair: Scott Widmier, Kennesaw State University

  “Directive Modification Behavior: A New Perspective on Managing Boundary
  Spanners”
  Gregory McAmis, Western Kentucky University
  Kenneth R. Evans, Lamar University
Annie H. Liu, Victoria Business School  
Mark P. Leach, Loyola Marymount University  
Richa Chugn, Victoria Business School  

Nina Stuebiger, Justus-Liebig-University Giessen  
Alexander Haas, Justus-Liebig-University Giessen  

10:45-11:00 Break  

11:00-12:00 Special Session  

“Practice Gatekeeper Interaction with Technology”  
Rob Peterson, Northern Illinois University  
Nancy Munro, CEO Knowledge Shift  
This session will begin to shine the light on improving "gatekeeper phone calls" but will readily be expanded to cover voicemails, objection handling, or even specific questions in an interview setting.