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 Schetzsle, 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**
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<th>Time</th>
<th>Session Title</th>
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<td>7:30 – 8:00 AM</td>
<td><strong>PRELUDE: COFFEE AND ROLLS</strong></td>
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<td>8:00 – 8:45 AM</td>
<td><strong>SESSION SIX:</strong> Lose Yourself - How to Own the Moment: Training and Empowerment</td>
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<td><strong>Session Chair:</strong> F. Robert Dwyer, University of Cincinnati</td>
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<td>Managerial Perceptions of Sales Training and Performance: Global and Local Firms in Malaysia</td>
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<td>M. Asri Jantan, State University of New York, College at Brockport</td>
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<td>Earl D. Honeycutt, Jr., Elon University</td>
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<td>Empowering the Sales Force with Pricing Authority: A Cross-Cultural Perspective</td>
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<td>Vincent P. Magnini, Old Dominion University</td>
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<td>Earl D. Honeycutt, Jr., Elon University</td>
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<td>John B. Ford, Old Dominion University</td>
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<td><strong>Discussion Leader:</strong> Rick Shannon, University Western Kentucky</td>
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<td>9:00 – 10:30 AM</td>
<td><strong>SESSION SEVEN:</strong> R.E.S.P.E.C.T. - PSE/NCSM Session</td>
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<td><strong>Keynote Presentation by Glenn Hartman, Director, Customer Operations, North American Market Development Organization of Procter &amp; Gamble</strong></td>
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<td><strong>Presentation of NCSM Outstanding Paper and Doctoral Awards</strong></td>
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<td>10:30 – 11:15 AM</td>
<td><strong>SESSION EIGHT:</strong> Call and Answer - Private NCSM Question and Answer Session with Glenn Hartman</td>
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<td>11:15 – 11:30 AM</td>
<td><strong>ENTR'ACTE (BREAK)</strong></td>
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<td>11:30 – 12:30 PM</td>
<td><strong>SESSION NINE:</strong> Oops! I Did It Again - Sales Education: A Jamboree of Effective Sales Pedagogical Techniques: Round III</td>
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<td><strong>Session Chair:</strong> Robert M. Peterson, University of Portland</td>
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<td><strong>Special Session Presenters:</strong></td>
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<td>Don McBane, Central Michigan University</td>
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<td>Daniel McQuiston, Butler University</td>
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<td>Robert Peterson, University of Portland</td>
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<td>Vicki West, Southwest Texas State University</td>
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<td>12:30 – 2:00 PM</td>
<td><strong>INTERMISSION: LUNCH ON YOUR OWN</strong></td>
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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!**