



NCSM 2022 Conference Agenda

Time	Session
Wednesday, March 23, 2022	
11:00-12:45	Pre-Conference: Doctoral Student Consortium and Lunch
1:00-1:20	Welcome
1:25-1:55	Teaching Moment Session #1
	<b>Session Chair:</b>
	Presentation #1:
	Developing the link between salesperson use of questions, need gap, and FAB statements
	David Locander, University of Tennessee at Chattanooga, Barron W. Brown, Louisiana Tech University
	Presentation #2:
	Take selling out of the box: Auction style
	Linda G. Mullen, Georgia Southern University
	Presentation #3:
	Uncovering the hidden need: Practicing probing and implication questions
	Barb Barney-McNamara, Ferris State University, Nicole Flink, Weber State University
2:05-3:05	Research Session #1
	<b>Session Chair:</b>
	Presentation #1:
	Salesperson depression and performance overtime: Examining job resources during the initial period of a crisis
	Lisa Beeler, Clemson University, Willy Bolander, Florida State University, Nathaniel N. Hartmann, University of South Florida and Bruno Lussier, HEC Montreal
	Presentation #2:
	Are the managers and the salespersons on the same page? The effects of the alignment between sales managers' intended control and salespersons' perceived control on performance
	Mohammad Sakif Amin, Western Michigan University, Juan Xu, NEOMA Business School
	Presentation #3:
	Transitioning from sales stars to specialized sales teams
	Michael Peasley, Middle Tennessee State University, Bryan Hochstein, University of Alabama
3:15-3:45	Teaching Moment Session #2
	<b>Session Chair:</b>
	Presentation #1:
	Undercover salespeople: Identifying influence in unexpected places and ways
	Rebecca Dingus, Central Michigan University
	Presentation #2:
	Story spine for role play prep
	Robert M. Peterson, Northern Illinois University
	Presentation #3:
	Uncover students thinking by empowering them: Sales management case study creation project
	Hayam Alnakhli, Central Michigan University, Benjamin Griffith, Central Michigan University
3:45-4:05	<i>Vendition Teaching Moment Award Winner Announced</i>
4:15-4:45	Special Session #1
	Technology and Teaching
	J. Ricky Ferguson, Indiana State University, Stacey Schetzle, University of Tampa, Charles Ragland, Indiana University
6:00-7:00	VIP Reception - Sponsored By Carew
7:00-10:00	Networking Social - Wear School Colors

Thursday, March 24, 2022	
Time	Session
9:00-9:15	Welcome
9:15-10:15	Research Session #2
	<b>Session Chair:</b>
	Presentation #1:
	Fake it until you make it: The impostor phenomenon among sales students
	Erin Adamson Gillespie, University of North Alabama, Shaun W. Davenport, University of North Alabama, Timothy D. Butler, University of North Alabama
	Presentation #2:
	You shouldn't talk about that: A preliminary empirical study of religious messages in sales interactions from multiple theoretical perspectives
	David Fleming, Indiana State University, Laura Munoz, University of Dallas
	Presentation #3:
	Selling innovative solutions: Are you helping or hurting your customer?
	Khashayar (Kash) Afshar Bakeshloo, Iowa State University
10:20-10:55	Teaching Application Session #1
	Presentation #1:
	Selling in teams: Using a virtual escape room to demonstrate the application of Tuckman's stages of group development
	Brock Adams, Weber State University
	Presentation #2:
	Application of MEDDIC methodology for internal selling
	Michael Rodriguez, Campbell University, Stefanie Boyer, Bryant University
11:00-11:25	Special Session #2
	Tips for Effective Document Management
	Aaron Arndt, Old Dominion University, Christine LAI_BENNEJEAN, Emlyon Business School
11:30-1:00	Lunch and Keynote Speaker
1:10-1:40	Special Session #3
	Exploring digital selling and smart rooms – a place for asynchronous digital customer engagement, the next step in the evolution of virtual sales
	Mary Shoemaker, Widener University
1:45-2:45	Research Session #3
	Presentation #1:
	How does feedback design motivate the next generation of salespeople? Theory and evidence from an experimental study
	Ying Yang, University of Iowa, Xiaofei Pan, Bryant University, Christine Lai, Emlyon Business School
	Presentation #2:
	Exploring intrinsic and extrinsic motivation in driving salesperson envy and burnout
	Tyler Hancock, Catherine Johnson, Mike Mallin and Ellen Pullins, The University of Toledo
	Presentation #3:
	Competition and threat in sales: The underlying negative mechanism of mixed results
	William Zahn, University of Houston, Willy Bolander, Florida State University, Bryan Hochstein, University of Alabama and Yi Peng, Tennessee Tech University

2:55-3:45	Teaching Application Session #2
	<b>Session Chair:</b>
	Presentation #1:
	Filling the advanced professional sales class <i>funnel</i> – A cross-course mentorship program
	Mark D. Groza, Northern Illinois University, Charles H. Howlett, Northern Illinois University
	Presentation #2:
	Nailing the asynchronous class: Content and street videos, minus the dreaded discussion board
	Robert M. Peterson, Northern Illinois University
	Presentation #3:
	Is this really sales?
	Jeffrey A. Hoyle, Central Michigan University
3:45-4:05	<i>Federated Insurance Teaching Application Award Winner</i>
4:15-5:00	Special Session #4
	Applied Improv in the Sales Classroom
	Robert M. Peterson, Northern Illinois University
6:00-9:00	Murder Mystery Dinner
9:00-10:00	After Dinner Networking - Hospitality Suites
Friday, March 25, 2022	
Time	Session
9:00-9:15	Welcome
9:15-10:55	Doctoral Working Paper Session #1
	<b>Session Chair:</b>
	Presentation #1:
	The dynamic relationship between organizational identification and the social capital amongst sales, marketing, and R&D
	Ali Anwar, Wilfrid Laurier University, Maria Rouzou, HEC Montréal (Presenter)
	Presentation #2:
	The effect of emotionalization on B2B sales interactions - categorizing stimuli for a digital application based on recommended actions to promote sales
	Sam Linus Schweickhardt, Aalen University, Germany
	Presentation #3:
	From selling to value co-creating: Evolution in sales practices
	Laure Guigard, Jean-Moulin University
	Presentation #4:
	Predicting retention in B2B relationships: The danger of “too much” engagement with highly engaged customers
	Ross Johnson, University of Alabama
10:55-11:15	<i>Doctoral Working Paper Award Sponsor - Announce Winner</i>
11:30-1:00	Lunch on Your Own
1:00-1:15	Board Report
1:20-1:50	Special Session #5
	I have everything I need for my brilliant model... except the data. PSE to the rescue!
	Maria Rouzou, HEC Montréal
1:50-2:10	<i>Hunt/Deitz/Hanson Best Doctoral Paper Award</i>

2:20-3:20	Research Session #4
	<b>Session Chair:</b>
	Presentation #1:
	Letting customers win: Live-chat agent effectiveness in B2C sales negotiations
	Frank Lin, University of Missouri
	Presentation #2:
	Behind the blinds: Linking ESM usage and adaptive selling via social capital
	Shoaib Shafique, Riphah International University, Hayam Alnakhli, Central Michigan University
	Presentation #3:
	Using video calls in B2B buyer-seller relationships
	Michael Marck, The University of Strathclyde
3:20-3:40	<i>Best Paper Award Sponsor - Announce Winner</i>
3:45 - 4:00	Conclusion - Conference Wrap-up





