

Wednesday, April 10th

Start	Presentation Title	Author	
1:00	Welcome		
1:05	Research: Session 1 (15-20 minutes each)		
1	Purchasing Agent Opportunity Recognition and Firm	Bryan Hochstein, Stephan Volpers, Alexander	c7
2	Preparation Effort for Complex Sales Negotiations	Aaron D Arndt, Christine Lai-Bennejean	c1
3	B2B Salespeople Crafting the Customer Experience of their Key Accounts	Michael Klein, Laurianne Schmitt, Bruno Lussier	c4
2:05	Teaching Moment: Session 1 (8-10 minutes each)		
1	Scavenger Hunts in Sales Classes: How, Why and When	Rhett Epler and Bryan Hochstein	TM1
2	Improv Warm-Up Exercises as Role Play Preparatory Tools	Benjamin Britton	TM2
3	Heads Up Role Play Prep	Robert Peterson	TM3
4	Analytics Free-for-all: Diving into Data Using Tableau	Colleen McClure	TM4
2:50	Research: Session 2 (15-20 minutes each) (doctoral papers)		
1	Salesperson Commitment to Display Rules and Emotional Labor: A B2B Perspective	Jonathan Barnes and Grace Harris	d1
2	Systems-Savvy Selling: A Paradigm Shift in Contemporary Sales Practices and Research	Donovan Gordan	d2
3	Motivators of Gig-Sellers: Aligning Seller Goals with Distinct Individual Motivations	Christine Summers	d3
3:50	Stukent Special Session (20 minutes)		
4:15	Teaching Moment: Session 2 (8-10 minutes each)		
1	Understanding Data with Legos	Colleen McClure	TM5
2	Explore, Identify, and Connect: Utilizing Generative AI as a Career Coach	Rebecca Dingus, Hulda Black,	TM6

3	Unraveling the Sales Stigma: (re)Educating Students on Why Sales Can Offer a Fulfilling and Ethical Career Path	Benjamin Garner	TM7
4:45	Announcements		
5:30	Welcome Reception with light hors d'oeuvres and drinks		

Thursday, April 11th

Start	Presentation Title	Author	
9:00	Welcome		
9:05	Research: Session 2 (15-20 minutes each)		
1	Impostor phenomenon facing positive customer feedback: Impact on salespeople's burnout and turnover	Laurianne Schmitt, Romain Franck, Ellis Chefor, Bruno Lussier	c8
2	From Words to Sales – Storytelling Rhetoric in Buyer-Seller Interactions	Melanie Bowen, Christine Lai-Bennejean	c6
3	The Impact of Birth Order on Salesperson Behaviors	David Fleming, Annika Ehrlich, Kristina Harrison	c2
10:05	Teaching Application: Session 1 (12-15 Minutes)		
	Self Development in Professional Sales Classes: Growth, Change and Meaning	Rhett Epler and Bryan Hochstein	TA1
	Instilling Professional Development Practices in the Sales Classroom	Victoria Hailey and Chandu Valluri	TA2
	Restructuring Introductory Sales Courses. Real-World Application Meets AI Integration	Louis Zmich and Stacey Schetzle	TA3
10:45	Morning break		
11:00	Research: Session 3 (15-20 minutes each)		
	Times of Change: The Effects of Bricolage and Customer Orientation During Organizational Disruptions	Ellen Pullins, Tyler Hancock, Michael Mallin, Katy Johnson	c3

Negative Effects of Value-based Selling on Performance?	Stephan Volpers	c10
The Role of Buying Center Structures		
A Social Identity Perspective on Social Capital in Salespeople's Cross-functional Ties	Ali Anwar, Maria Rouziou, Nicole Coviello, Riley Dugan	c9

12:00 **Lunch**

1:15 **Improve your Research Game Panel Moderated by Adam Rapp and Bruno Lussier**

Johannes Habel
Nathaniel Hartmann
Ellen Pullins

2:30 **The Importance of a High-Quality Sales Journal: The Role of Authors** Adam Rapp

3:45 **Afternoon break**

4:00 **Improv with Rob** Rob Peterson

4:45 **Announcements**

6:30 **Western Night!**

Friday, April 12th

Start	Presentation Title	Author
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8:30 **Breakfast with Gartner**

9:15	50 years of women in PSE--Joint NCSM/PSE Session	Moderated by April Kemp
	Panel: Ellen Pullins, Marie Ardom, Kelsey Keene, and Helen Brown	

10:30	Teaching Application: Session 3 (12-15 Minutes)		
	In-Class Discovery with Sales Center Partners	Nicole Flink	TA5
	RNMKRS Across the Curriculum Teaching Application	David Fleming, Kristina Harrison, Stephanie Boyer, Sarah Fleming	TA6
	Selling for Managers: A Semester Long Multipart Internal Sales Roleplay	Mark Groza and Charles Howlett	TA4
11:15	Research: Session 5 (15-20 minutes each)		
	Let me tell you about myself! Salesperson Orientations, Self-Presentation, and Pathways to Performance	Deva Rangarajan, Vishag Badrinarayanan, Rajesh Srivastava, Geoffrey Stewart, Omar S. Itani	c5
	Whether salespeople should be held responsible for late-paying accounts: an investigation into controlling customer-directed deviance	Muzi Liu	c11
12:00	Lunch		
1:15	Announcements, Awards, and Board Meeting Report		
1:30	Special sessions on Sales Technology in the Classroom		
	Smartfox technology		
	CRM in the classroom	David Flemming et al	
	Mix Deck	Greg Smith	
3:00	Round table working paper		
4:20	Closing remarks and announcement of 2025 NCSM location		