



**March 25-27, 2026, NCSM Conference, Norfolk, VA
Norfolk Marriott Waterside – Norfolk I, first floor**

Wednesday, March 25th

1:00 **Welcome**

1:15 **Research Session**, Moderator: Muzi Liu

- | | | |
|---|--|--|
| 1 | Selling the Value of Student Sales Certifications | Ricky Ferguson, Middle Tennessee State University |
| 2 | Theorizing Relational Capabilities of Key Account Managers | Christine Lai Bennejean, UNC Wilmington |
| 3 | Following the Lead: How Salespeople Respond to AI and Human Recommendations | Melanie Bowen, Justus Liebig Xiaohan (Hanna) Wen, Özyeğin University
Shinhye Kim, Christopher Newport University |
| 4 | The Jealousy Trap: How Organizational Commitment Can Enhance Job Stress and Unethical Selling in Sales Organizations | Tyler Hancock, University of Toledo
Catherine Gilstrap, University of Toledo
Michael Mallin, University of Toledo
Ellen Pullins, University of Toledo |

2:15 **Teaching Applications**, Moderator: Billy Jones

- | | | |
|---|--|--|
| 1 | Leading Through Questions: A Sales Management Teaching Application Using Goleman's Leadership Framework | George Talbert, Elon University |
| 2 | From AI Users to AI Designers: Teaching Sales Prospecting Through Repeatable Workflow Design | John Ploumitsakos, University of Colorado |
| 3 | Seeing Sales Through the Buyer's Eyes: Meta Glasses as an Immersive Tool for Nonverbal Skill Development | Louis Zmich, University of Tampa
Stacey Schetzle, University of Tampa |
| 4 | Not Your Typical Book Club | Barbara Barney-McNamara, University of Illinois Chicago |

3:15 **Afternoon Break**

3:30 **Special Session**: Moderator: Ricky Ferguson

- | | |
|---|--|
| The AI Sales Pitch Educators Need to Hear: Trends, Truths, and Tomorrow's Sellers | Jeff Tanner, Old Dominion University
Tim Pavolich, Salesforce |
|---|--|

4:00 **Sales Improv with Rob**

- | | |
|---|-------------------------------------|
| Incorporating improv skills in your sales class | Robert Petersen, Indiana University |
|---|-------------------------------------|

4:45 **Break**

5:30 **VIP Reception**, Sponsored by Carew International

2nd floor lounge

- 7:30 **Improv, Pizza, and Beverages**, Emcee: Rhett Epler
Sponsor: Thurmond School of Professional Sales & Negotiations at Old Dominion University
Join your peers in a comedic experience you won't soon forget: Pizza, beverages, and hilarity.
The Push Comedy Theater, 763 Granby St, Norfolk (20-minute walk or 5-minute Uber)

Thursday, March 26th – Morning Session

- 8:30 **Coffee & Breakfast**, Sponsor: QuantHub

- 9:00 **Teaching Moments**, Moderator: April Kemp

- | | | |
|---|--|--|
| 1 | When to Use Traditional AI vs. Generative AI in the Sales Process: A Framework for Sales Education | Michael Rodriguez, East Carolina University
Stefanie Boyer, Bryant University
Kevin Trainor, New Mexico State University |
| 2 | The Persona Party: A Networking Simulation to Enhance Sales Discovery and Differentiation Skills | Rebecca Dingus, Ohio University
Emma Gibbons, Ohio University
Sarah Rist, Ohio University |
| 3 | The Earned Relevance Framework: Starting a Sales Conversation in the Age of AI | Nicole Flink, Weber State University |
| 4 | Teaching Sales Negotiations: Designing a Modern, High-Impact Sales Negotiations Course | Ellis Chefor, Kennesaw State University |

- 9:45 **Classroom AI Teaching Tools**, Moderator, Ricky Ferguson

- | | | |
|---|---|---------------|
| 1 | SmartFox
(https://www.smartfoxuacademy.com/) | Phil Everhart |
| 2 | QuantHub
(https://www.quanthub.com/) | Jason Rupert |
| 3 | Copient
(https://www.copient.ai/) | Josh Byrd |

- 10:30 **Morning Break**

- 10:45 **Research: Session 2**, Moderator: Nicole Boylan

- | | | |
|---|---|--|
| 1 | The Moderating Role of Generative AI (GenAI) in CRM Utilization and Sales Performance: An Empirical Study | Michael Rodriguez, East Carolina University
Dawn Deeter-Schmelz, Kansas State University
Kevin Trainor, New Mexico State University |
| 2 | Smart Selling: Understanding Where AI Adds Value in the Sales Process and Where Humans Still Matter | Kristina Harrison, Indiana University |
| 3 | Understanding the Servitized Salesforce: Cross-Case Insights and a Research Agenda | Ali Anwar, James Madison University
Colleen McClure, Ohio University
Deva Rangarajan, IESEG
Silvio Cardinali, Università Politecnica delle Marche |
| 4 | Collaboration Across Deals: Mapping Collective Learning with Main Path Analysis. | Gabriel Moreno, Robert Morris University
Jill Kurp, Robert Morris University |

11:45 **Stukent Update**, Darlyn Kirby

Noon-
1:30 **Lunch & Networking (on your own)**

Thursday, March 26th – Afternoon Session

1:30 **Mapping the Sales Technology Landscape: Market Evolution & Trends**
Howard Dover, University of Texas - Dallas

2:00 **Teaching Applications**, Moderator: Barb Barney McNamara

- 1 AI Integrated Sales Pedagogy: Teaching Productive and Ethical AI Use Through the Sales Process
Andrea DiBernardo, Duquesne University
- 2 Preparing BDR-Ready Graduates: an AI-Enabled Teaching Application
Christopher A. Nelson, Elon University
- 3 Real-World Sales and Marketing Experience: A Group Project
Victoria Hailey, Minnesota State University, Mankato
- 4 Engaging Sales Students with AI Video Creation Using Sora
Stefanie Boyer, Bryan University
- 5 Examining Student involvement vs engagement: analyzing experiential learning outcomes
Christine Summers, University of North Georgia

3:00 **Afternoon Break**

3:15 **Doctoral Research**, Moderator: Colleen McClure
Sponsored by PSE National Education Foundation

- 1 Competitive - AI-Augmented Adaptive Selling: Balancing Automation and Autonomy in B2B Sales
SEF/PSE NEF Grant Recipient
Grant Williams, University of South Alabama
- 2 The Path of the Sales Bricoleur: The Cognitive Triad that Fuels Bricolage and The Power of Autonomy
Donovan Gordon, University of Mississippi
- 3 No Interest for How Long? Message Framing of Consumer Financing and Its Implications for Retail Sales
Nicholas Mobley, University of Mississippi
- 4 Supervisor Practices on Salesperson Mattering
Grace Holyfield, Louisiana Tech

4:00 **Special Session: Bridging the Relevance Gap**, Moderator: Ricky Ferguson

A discussion of how sales program leaders can improve academic research and expand publishing options by connecting practical relevance and corporate sponsors

Dave Brauer, Priority Bridge
Jim Karrh, University of Alabama
Carissa Kim, James Madison University
Mark Leach, University of Wyoming
Stefan Sleep, Kennesaw State University

4:50 **Teaching Awards & Announcements**, Nicole Flink

- SmartFox Technologies Best Teaching Moment Award
- Stukent Best Teaching Application Award

5:00 **Break**

5:30 **Hall of Fame Boat Dinner**

Sponsor: Thurmond School of Professional Sales & Negotiations at Old Dominion University
Honor our Inaugural NCSM Hall of Fame Inductees and have fun playing NCSM Trivia!
Meet in the lobby at 5:30 (Boat leaves at 6 pm sharp!)

Friday, March 27th – Morning Session

8:30 **Coffee & Breakfast**, Sponsor: Copient.ai

9:00 **NCSM HOF Induction Ceremony**, Aaron Arndt, NCSM Executive Director
Sponsor: Thurmond School of Professional Sales & Negotiations at Old Dominion University

1	Ramon Avila	Ball State University
2	Stefanie Boyer	Bryant University
3	David Fleming	Indiana State University
4	Scott Inks	Kennesaw State University
5	Timothy A. Longfellow	Illinois State University
6	Michael Mallin	University of Toledo
7	Don McBane**	Central Michigan University
8	Rob Peterson	Indiana University
9	Ellen Pullins	University of Toledo
10	E. James (Jim) Randall	Georgia Southern University
11	Charlie Ragland	Indiana University
12	David A. Reid*	The University of Toledo
13	Lisa Simon*	Cal Poly State University
14	Dan Weilbaker*	Northern Illinois University
15	Michael R. Williams*	Illinois State University

*Cannot Attend Ceremony **Posthumous Award

10:15 **Morning Break**

10:30 **Best of the Best Research**, Emcee: Bryan Hochstein; Referee: Rhett Epler

1	Hao Wang	Miami University, Ohio
2	Ellen Pullins	University of Toledo
3	Colleen McClure	Ohio University
4	Michael Mallin	University of Toledo
5	Muzi Liu	Marist University
6	Grace Holyfield	Louisiana Tech
7	Donovan Gordon	University of Mississippi
8	Benjamin Britton	University of Central Arkansas
9	Nicole Boylan	University of Alabama
10	Jonathan Barnes	Louisiana Tech

11:15 **Best of the Best Teaching**, Emcee: Bryan Hochstein; Referee: Nicole Flink

1	Rebecca Dingus	Ohio University
2	Louis Zmich	University of Tampa
3	Barb Barney-McNamara	University of Illinois Chicago
4	Jeff Hoyle	Central Michigan University
5	Stefanie Boyer	Bryant University

- 11:45 **Best of the Best Awards**, Emcee: Bryan Hochstein
- Tanner, et al. “Sales Management:” Shaping Future Leaders” Best of the Best – Research Awards
 - Hunt, Mello, and Deitz “Marketing:” Best of the Best – Teaching Awards
- 12:00 **Lunch & Networking (on your own)**
 -1:30 *NCSM Board of Directors Lunch*

Friday, March 27th – Afternoon Session

- 1:30 **NCSM Board Report & 2027 Location**
- Castleberry and Tanner: Selling: Building Partnerships” Best Conference Paper
 - Hunt, Deitz, and Hansen: “Professional Selling” Best Doctoral Competitive Paper
 - Chaker and Hochstein: “Sales Management” Best Doctoral Working Paper
- 1:40 **AI Insights**, Moderator: Rhett Epler
- | | | |
|---|----------------------------------|--|
| 1 | Frontline AI | Sandrine Heitz-Spahn, University of Lorraine |
| 2 | Getting to ROI – AI Agents | Benjamin Britton, University of Central Arkansas |
| 3 | B2B Buyer Reactions to AI Agents | Daniel Bradbury, Western Carolina University |
- 2:15 **Special Session: Special Issues & Topics**, Moderator: Bryan Hochstein
- | | | |
|---|---|---|
| 1 | JPSSM “Twenty Years Later” | Eli Jones, Texas A&M University |
| 2 | JPSSM “International” | Colleen McClure, Ohio University |
| 3 | Editor's thoughts on “Hot Sales Topics” | Brian Rutherford, Kennesaw State University |
| 4 | The Future of Sales Research | Eli Jones, Texas A&M University |
- 3:00 **Afternoon Break**
- 3:15 **Doctoral Research**, Moderator, Emily Tanner
 Sponsored by PSE National Education Foundation
- | | | |
|---|--|---|
| 1 | An Exploratory Investigation on the Role of Sales Coaching in B2B Service Failure and Recovery | Siddharth Arora, Aston University |
| 2 | What Makes B2B Salespeople Thrive? The Role of Organizational Culture, Meaning, and Resilience | Jonathan Barnes, Louisiana Tech
Walker M. Pearson, Louisiana, Tech |
| 3 | Too Close for Comfort? Camera Distance, Psychological Reactance, and Sales Continuation in Virtual B2B Selling | Rajit Sharma, University of Memphis |
- 3:50 **Closing Remarks**
- 4:00 **Adjourn NCSM**
- 6:00 **Informal Dinner, Tom Foolery, & Shenanigans in Norfolk**