

NATIONAL CONFERENCE IN SALES MANAGEMENT

April 7-9, 2027

JOIN US IN ORLANDO TO CELEBRATE SALES RESEARCH, TEACHING, AND COLLABORATION FOSTERED BY THE SALES COMMUNITY THAT GATHERS AT NCSM!

National Conference in Sales Management is the premier international gathering of scholars, instructors, and practitioners interested in professional selling and sales management research and teaching.

NCSM 2027 will be held in Orlando, FL on April 7-9, 2027. Sessions will begin Wednesday at 1:00 p.m., followed by a welcome event. Thursday will consist of a full day of research, teaching, and special sessions, followed by our Hall of Fame social event. **Don't miss Friday for more sessions and a very unique, afternoon Orlando-focused special session**, followed by a closing social event (we encourage traveling late Friday or Saturday morning, if possible). Please submit your ideas and join us!

NCSM offers awards for research, teaching, and doctoral papers. More details will be shared on www.NCSMWeb.com as the registration date approaches.

SUBMISSION DEADLINE
Monday, December 7, 2026

DOCTORAL STUDENT SALES RESEARCH PROGRAM DEADLINE:
Friday, January 15, 2026

Submission guidelines are provided below and on the submissions website. Follow them closely!

The NCSM Conference is a great forum for sales scholars, educators, and practitioners. NCSM focuses on cutting-edge sales content, including:

- Research presentations by top scholars, with interesting findings and discussion of how they can impact sales practice.
- Insightful sessions on Sales Education, including Teaching Moments (specific assignments and activities) and Applications (larger ideas and strategies). These sessions help all of us to find new ways to connect with students.
- Recipients of the PSE Education Foundation Research Grant will present on their proposal and progress toward advancing research and pedagogy.
- Special Sessions that focus on new industry practices, classroom technologies, and industry panels that help connect academics with top company executives.
- A commitment to building a community that meets at the "crossroads of sales research, education, and practice." Thus, NCSM is committed to fostering relationships, thought leadership, and memorable experiences.

COMPETITIVE PAPER SUBMISSIONS

Conceptual and empirical papers related to all aspects of professional selling and sales management are welcome. Papers which connect scholarship with practice and those which explore interesting new trends, directions, and important developments in selling and sales management are especially encouraged.

Papers should be submitted here.

Authors of the competitive paper manuscript judged to be the top paper in terms of quality and relevance will receive the $500 Best Paper Award.

SESSION CHAIR
Rhett Epler
Old Dominion University
repler@odu.edu

SESSION CHAIR
Tyler Hancock
University of Toledo
tyler.hancock@utoledo.edu

DOCTORAL STUDENT SALES RESEARCH PROGRAM

Doctoral student papers, empirical or conceptual, related to any selling and/ or sales management issue authored primarily by current doctoral students in marketing or a closely related field are welcome. There are two $500 Doctoral Research Awards, one for the Best Competitive Paper and one for the Best Working Paper! Doctoral student presentations will be interspersed throughout research paper sessions.

Papers should be submitted here.

SESSION CHAIR
Emily Tanner
West Virginia University
emily.tanner@mail.wvu.edu

SESSION CHAIR
Colleen McClure
Ohio University
cemcclur@ohio.edu

SPECIAL SESSION SUBMISSIONS

We encourage a wide variety of proposals for special sessions, which are a hallmark of NCSM. These can be focused on sales practice, academic research, bridging the gap between theory and practice, or emerging technology and other sales topics.

Please include name, affiliation, email and phone number for each person in the session, resources needed, an explanation with a title for the session and why it should be considered. Proposals should be submitted here.

SESSION CHAIR
Ricky Fergurson
Middle Tennessee State University
Ricky.Fergurson@mtsu.edu

SESSION CHAIR
Muzi Liu
Marist University
Muzi.liu@marist.edu

BEST PRACTICES IN SALES EDUCATION

NCSM also highlights best practices in teaching providing a development opportunity for everyone that teaches sales-related classes. A portion of the schedule will be aimed at everyone wishing to develop, improve or refresh their sales teaching skills. The 2027 NCSM will again offer this session highlighting innovative sales pedagogy.

Dependent on the innovation's breadth,
it may be presented as either a teaching "Moment" (standalone activity) or a more involved teaching "Application" that spans beyond one class period. The best teaching innovations presented at the conference will be selected by a panel, and the presenter(s) of the top "Moment" and the top "Application" will each receive a $500 award.

Those interested in submitting a proposal for consideration should submit their proposal here.

SESSION CHAIR
Nicole Flink
Weber State University
nicoleflink@weber.edu

SESSION CHAIR
Billy Jones
Georgia Southern University
wjones@georgiasouthern.edu

HOTEL ACCOMODATIONS

DOUBLETREE BY HILTON HOTEL AT THE ENTRANCE TO UNIVERSAL ORLANDO
Orlando, FL

ROOM RATES : $199+TAX PER NIGHT

RESERVATIONS : (407) 351-1000

Reference Pi Sigma Epsilon National Convention - 2027

ALL RESERVATIONS SHOULD BE RECEIVED BY THE HOTEL NO LATER THAN MARCH 24, 2027.

For more information about the NCSM, please go to https://pse.org/ncsm/ or contact the Program Chair, Dr. Bryan Hochstein, Bwhsales@iastate.edu