

# THE THOUGHT LEADERSHIP ON THE SALES PROFESSION CONFERENCE AGENDA | Jun 15-16, 2023

UVA Darden Sands Family Grounds, 1100 Wilson Boulevard, Floors 30-31, Arlington, Virginia

Thursday, Jun 15, 2023   12:00 noon-7:00pm	
12:00-1:15pm	REGISTRATION AND LUNCH
1:15-1:30pm	WELCOMING REMARKS Michael Ahearne, University of Houston
1:30-2:15pm	KEYNOTE PRESENTATION <i>Strategy in the Digital Age</i> Speaker: Michael Lenox, University of Virginia Host: Thomas Steenburgh, University of Virginia
2:15-2:45pm	BREAK
2:45-4:00pm	CASE EXAMPLES, BEST PRACTICES <i>Sales Force Disintermediation and Digital Transformation</i> Moderator: Jim Lattin, Stanford University Speakers: Brian Cooper, VP Marketing, Juniper Networks Pete Mehr, Principal, ZS Michael Khoda, Director Sales Operation, Jaguar Land Rover North America
4:00-5:15pm	PARALLEL ACADEMIC PRESENTATIONS AND WORKSHOP <i>See next two pages for afternoon breakout sessions</i>
5:15-7:00pm	Cocktail and Hors d'oeuvres Reception

Friday, Jun 16, 2023   8:00am-4:30pm	
8:00-9:00am	BREAKFAST
9:00-9:15am	WELCOMING REMARKS Thomas Steenburgh, University of Virginia
9:15-10:15am	KEYNOTE PRESENTATION <i>The Sales Leadership Triad: People, Process &amp; Technology</i> Speaker: Jim Lecinski, Northwestern University Host: Johannes Habel, University of Houston
10:15-10:45am	BREAK
10:45-11:45am	PLENARY PANEL <i>Hiring, Training, and Retaining Top Performers</i> Moderator: Johannes Habel, University of Houston Speakers: Erik Charles, VP Sales and Marketing, Xactly Kevin Francis, SVP Sales, Salesforce Denise Freier, President and CEO, SAMA
11:45-1:00pm	LUNCH
1:00-2:30pm	PARALLEL RESEARCH PRESENTATION SESSIONS <i>See next two pages for afternoon breakout sessions</i>
2:30-3:00pm	BREAK
3:00-4:30pm	PARALLEL RESEARCH PRESENTATION SESSIONS <i>See next page for afternoon breakout sessions</i>

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TIME	Capital	Arlington	National Landing
<p>4:00-5:15pm</p>	<p><b>HIRING</b></p> <p><b>Moderator:</b> Nick Lee, Warwick Business School</p> <p><i>Are Great Salespeople Born or Made</i>, Nick Panagopoulos, Ohio University</p> <p><i>AI and AI-Human Based Salesforce Hiring Using Interview Videos</i>, K. Sudhir, Yale School of Management</p> <p><b>Insights Panel:</b></p> <p>Randy Bucklin, UCLA</p> <p>Prasad Naik, University of California Davis</p> <p>Jimmy Duggan, Manager, ZS</p> <p>Ted Ringsdorf, VP Sales, Benco Dental Co.</p>	<p><b>SALES CAREERS</b></p> <p><b>Moderator:</b> Adam Rapp, Ohio University</p> <p><i>How do Firms Value Sales Career Paths</i>, Dominique Rouziès, HEC Paris</p> <p><i>Closing the Gender Pay Gap in Sales</i>, Yashar Atefi, University of Denver</p> <p><b>Insights Panel:</b></p> <p>William Cron, Texas Christian University</p> <p>Wyatt Schrock, Michigan State University</p> <p>Mike Moorman, Principal, ZS</p> <p>Mary Shea, Co-CEO, Mediafly</p>	<p><b>CRM</b></p> <p><b>Moderator:</b> Robert Kelly, Chairman, Sales Management Association</p> <p><i>The Value of Professional Ties in B2B Markets</i>, Navid Mojir, Harvard Business School</p> <p><i>The Effects of Customer Health Scoring on Improved Current and Future Outcomes</i>, Bryan Hochstein, University of Alabama</p> <p><b>Insights Panel:</b></p> <p>Howard Dover, University of Texas Dallas</p> <p>Mark Bergen, University of Minnesota</p> <p>John Deighton, Harvard Business School</p> <p>Maqbul Jamil, AVP Global Marketing Operations, Merck</p>

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TIME	Capital	Arlington	National Landing
1:00-2:30pm	<p><b>SALES INCENTIVES</b></p> <p>Moderator: Ryan Mullins, Clemson University</p> <p><i>How to Incentivize Sales Managers: Learnings from a Field Study</i>, Raghuram Bommaraju, Indian School of Business</p> <p><i>Paying for Effort not Luck: When Should Firms Use Compensation Plan Decelerators</i>, Rob Waiser, London Business School</p> <p><i>Noncash Incentives and the Sales Force: The Power of Wishlists</i>, Phillip Wiseman, Texas Tech University</p> <p>Insights Panel:</p> <p>Andrew Robinson, Director Sales, Winchester Interconnect</p> <p>Srinath Gopalakrishna, University of Missouri</p> <p>Bob Kelly, Chairman, Sales Management Association</p> <p>Riley Conner, Manager Sales Operations, Equipment Depot</p>	<p><b>MANAGING SALES PERFORMANCE</b></p> <p>Moderator: Greg Marshall, Rollins College</p> <p><i>On How to Reduce Cost-to-Sell and Cost-to-Serve Through Relationship Gratifications in B2B Markets</i>, Sven Mikolon, Imperial College Business School</p> <p><i>The Sales Profit Chain (SPC)</i>, Jan Wieseke, Ruhr-University of Bochum</p> <p><i>Laggards Matter: The Role of Low-performing Employees in Team Performance</i>, Nick Lee, Warwick Business School</p> <p>Insights Panel:</p> <p>Jagdip Singh, Case Western Reserve University</p> <p>Navid Mojir, Harvard Business School</p> <p>Christoph Senn, INSEAD and CEO, Valuecreator</p> <p>Kimberly Spataro, Crown Castle</p>	<p><b>WELL-BEING</b></p> <p>Moderator: Chris Plouffe, University of Tennessee - Chattanooga</p> <p><i>Why Some Salespeople Respond Better Than Others When A Sales System Shock Occurs</i>, Nawar Chaker, Louisiana State University</p> <p><i>Neuroticism and the Sales Profession</i>, Ad De Jong, Copenhagen Business School</p> <p><i>You Are So Nice (But Only If You Buy): Post Sales Interaction Perceptions of Customer Incivility</i>, Adam Rapp, Ohio University</p> <p>Insights Panel:</p> <p>Gabe Gonzalez, San Diego State University</p> <p>Ram Janakiraman, University of South Carolina</p> <p>Ilkka Lipasti, Group Vice President Business Transformation, ABB</p> <p>Mark Hosbein, EVP, Frank N Magid Associates</p>
2:30-3:00pm	<b>BREAK</b>		
3:00-4:30pm	<p><b>RECOGNITIONS, REWARDS, AND DELEGATION</b></p> <p>Moderator: Martin Kramer, University of Houston</p> <p><i>Managing Hybrid Salesforce for Sales Performance Excellence</i>, Huanhuan Shi, Texas A&amp;M University</p> <p><i>Why Are Revenue Contracts So Ubiquitous</i>, Kissan Joseph, University of Kansas</p> <p><i>Delegation, Centralization, and Productivity in Industrial Salesforces</i>, Mrinal Ghosh, University of Arizona</p> <p>Insights Panel:</p> <p>Jorge Bullemore, Universidad del Desarrollo</p> <p>Jessica Ogilvie, Marquette University</p> <p>Corey VanDercook, Region Manager, CITGO Petroleum</p> <p>Dave McLaurin, Director Sales, Peak Technologies</p>	<p><b>B2B SELLING AND BUYING</b></p> <p>Moderator: Dominique Rouziès, HEC Paris</p> <p><i>Understanding the Best Practices in Green Transition: The Role of B2B Marketing and Sales Management</i>, Pia Hautamäki, Tampere University of Applied Sciences</p> <p><i>Predictably Uncertain: A New Framework for Navigating B2B Purchase Decision Making</i>, Ryan Mullins, Clemson University</p> <p><i>Managing Global Customers: Strategy and Structure</i>, Noel Capon, Columbia Business School</p> <p>Insights Panel:</p> <p>Javier Marcos, Cranfield University</p> <p>Lisa Beeler, Clemson University</p> <p>Amy Vandaveer, University of Houston</p> <p>Lee Barnhill, Regional Sales Manager, Equipment Depot</p>	<p><b>SALES AND TECHNOLOGY</b></p> <p>Moderator: Ken Le Meunier-FitzHugh, University of East Anglia</p> <p><i>High Tech, Not Low Touch: How to Effectively Manage B2B Customers Across Digital and Sales Force Channels</i>, Irene Nahm, University of Minnesota</p> <p><i>Sales Content Platforms and Opportunity Conversion</i>, Nathaniel Hartmann, University of South Florida</p> <p><i>The Tradeoffs in Selling Promotion vs. Prevention-Focused Addons in B2B Subscription Services</i>, Vamsi Kanuri, University of Notre Dame</p> <p>Insights Panel:</p> <p>Gary Hunter, University of Mississippi</p> <p>Kevin Chase, Washington State University</p> <p>Maggie Rios, VP Marketing, Atlas Copco Rental</p> <p>Carl Herman, University of Houston</p>