

# The 8th Biennial Enhancing Sales Force Productivity Conference Programme

Tampere, Finland on the 20th – 22nd May 2024



Monday 20th	
4.00-4.30 PM	A welcoming reception with drinks and snacks, registration at Paidia (Address: Kansikatu 3, Tampere)
4.30-5.00 PM	<b>Keynote Speech:</b> Prof. Javier Marcos Cuevas - Artificial Intelligence in Strategic Sales & Key Account Management: Exploring Opportunities, Benefits and Risks.
5.00-5.30 PM	<b>Keynote Speech:</b> Jens Sundell, CEO of Kaksio Labs - How modern CRM technology enhances the daily routines of salespeople and sales management?
6.00-6.30 PM	Approx. 20 minute sightseeing walk to Vapriikki (Address: Alaverstaankatu 5, Tampere)
6.30-8.00 PM	Cocktail reception by city of Tampere and inspiring exhibition.

Tuesday 21st					
8.15-8.30 AM	Registration at Paidia (Kansikatu 3, Tampere)				
8.30-8.50 AM	Welcome and orientation at Paidia	Professor, Dean Tuomas Ahola & Dean Antti Lönnqvist, Tampere University			
8.50-9:00 AM	Opening words by Committee Members & Introduction to first plenary session	Professors Murali Mantrala (University of Kansas), Kissan Joseph (University of Kansas), Srinath Gopalakrishna (University of Missouri), Manfred Krafft (University of Muenster) and Nick Lee (University of Warwick)			
	Track	Track Chairs	Room	Title of the presentation	Authors
Plenary Sessions 9:00-10.45 AM	Future of B2B Sales Practice and Research	Kramer, V.	Main auditorium (Paidia)	How does marketing enable sales through facilitating customer journeys?	Mustak, M., Rangarajan, D.; Salonen, A. & Terho, H.
				Leveling up Commercial Agents' Competences (LUCA)	Stadlamm, C.; Cardinali, S., Romoli, A. & Rangarajan, D.
				Holistic Selling: An Emerging B2B Selling Paradigm	Kalwey, T., Krafft, M., Lim, Y., Mantrala, M. K.
				Crafting Tomorrow's Success: Exploring Contemporary Antecedents of Creative Selling in B2B Markets	Kramer, V. & Kalwey, T.
10.45-11.15 AM	Coffee Break with light snack				
Plenary Sessions 11.15 AM – 1.00 PM	Incentives and motivation	Yang, Y.	Main auditorium (Paidia)	Multi-Tasking Incentives in B2B Sales	Kraemer, M., Keen, M., Alavi, S. & Hohenburg, S.
				The Role of Sales Force and Their Incentives in Engaging Private Medical Providers for Public Health Outcomes	Viswanathan, M.
				Sales Contests for New Products: Outcome vs. Activity Metrics	Bhattacharya, A., Mallapragada, G & Bommaraju, R.
				Navigating Feedback Dynamics: Motivating Gen Z Salespeople in the Digital Age	Yang, Y., Pan, X. & Lai-Bennejean, C.
1.00-2.00 PM	Lunch				
Plenary Sessions 2.00-3.00 PM	Customer interaction and communication	Krafft, M.	Main auditorium (Paidia)	I Like Your Style: Identifying and Utilizing Visual Characteristics in Predicting Social Style	Helling, K., Joseph, K., Kelsey, G. & Parker, P.
				From Words to Sales – Storytelling Rhetoric in Buyer-Seller Interactions	Bowen, M. & Lai-Bennejean, C.
3.00-3.20 PM	Coffee Break				
Plenary Sessions 3.20-5.00 PM	Negotiation in sales	Lai-Bennejean, C.	Main auditorium (Paidia)	Breaking bad: Antecedents and performance consequences of unethical negotiation behavior in sales	Hinterhuber, A. & Khan, O.
				Entrepreneurial orientation in sales managers – blessing or curse?	Hinterhuber, A.
	Sales Force Tactics		Main auditorium (Paidia)	Customer-Centricity in Sales/Service Context: A Non-Dualistic Philosophical Investigation	Singh, R. & Sharma, Y.
				How negotiation complexity and authority impact salespeople's preparation effort and deviance?	Lai-Bennejean, C. & Arndt, A.
5.00 PM	Closing of the day				
7.00 PM	Conference dinner and Committee members speech at Guru's Kitchen & Bar (Address: Aleksis Kiven katu 15, Tampere)				

Wednesday 22nd	Track	Track Chairs	Room	Title of the presentation	Authors
8.30-8.40 AM	Registration at Paidia (Address: Kansikatu 3, Tampere)				
8.40-8.45 AM	Welcome and orientation				
8.45-9.30 AM	Industry Keynote: Kai Kuikkaniemi, My Data "Data Evolution of loyalty and personal data ecosystems"				
Plenary Session 9.30-10.20 AM	Role of AI in sales	Roy, D.	Main auditorium (Paidia)	Sales Managers' Perceptions of Team Communication and their Communication Competence in Leading AI-integrated Service Teams	Koponen, J., Laajalahti, A., Turunen, M. & Spitzberg, B.
				Exploring the Effects of Integrating Artificial Intelligence on Sales Call Anxiety.	Roy, D. P., Ferguson, J. R., Coats, T.
10.20 - 10.45 AM	Coffee Break with light snack				
Plenary Sessions 10.45 AM – 12.00 PM	Behavior and performance	Runnalls, B.	Main auditorium (Paidia)	The role of sales managers in integrating sales into the organizational innovation processes	Ylönen, K., Puusa, A. & Julkunen, S.
				An Examination of The Causal Relationship Between Salesperson Job Satisfaction and Performance	Brashear, T. & Cha, C.
				How Salesperson Empowerment Impacts Employee Learning and Firm Performance	Runnalls, B.
12.00 - 1.15 PM	Networking lunch with business representatives in Tampere region				
Plenary Sessions 1.15 - 2.15 PM	Behavior and performance	Niemi, J.	Main auditorium (Paidia)	Performance-Based Resource Allocation in Sales	Waiser, R.; Atefi, Y., Bao, Y. & Shi, M.
				Top performing B2B salespeople's well-being management in the age of digitalization and economic uncertainty	Niemi, J., Metsola, J., & Hautamäki, P.,
2.15-2.45 PM	Farewell Coffee				
2.45 PM	Closing of the day				
5.00 PM	Sauna and Cold Water Swimming at Saunaravintola Kuuma, own expenses (Address: Laukontori 21, Tampere)				

