



CELEBRATING
16
YEARS
OF EXCELLENCE



GLOBAL
SALES
SCIENCE
INSTITUTE

CALL FOR PAPERS

Global Sales Science Institute (GSSI) Conference 2025

June 4th- 7th, 2025, Shillong, India

————— **Theme** —————

**“Sales Excellence in the Era of Technological
and Social Transformations”**

Submission details:

Email at ‘gssi2025@iimshillong.ac.in’
Deadline: **January 12, 2025**

<https://www.iimshillong.ac.in/gssi>

Conference Overview

The Global Sales Science Institute (GSSI) Conference is a unique gathering of international scholars and practitioners interested in sharing and advancing cutting-edge professional selling and sales management practices, research, and education. In keeping with its title, the GSSI Conference takes place in a different country every year. The upcoming 2025 GSSI Conference will be held in Shillong, India. In addition to scientific research, the conference will address best practices in sales education, making the conference an excellent venue for sales educators looking for professional development opportunities. To highlight research opportunities and bridge the gap between academia and practice, special sessions with guest speakers will be devoted to business development, B2B professional selling, sales management, and sales education challenges. To encourage the participation of young scholars, we also hold a doctoral student session. For more information, please contact the Conference Co-Chairs.

Conference Theme

The world of sales has always undergone rapid changes in response to shifts in the larger macro-environment. The current technological advancements and evolving social landscapes are disrupting well-established sales theories and practices, thus necessitating innovative and creative approaches to achieving sales excellence. The conference is thoughtfully crafted to facilitate the exchange of cutting-edge ideas among scholars and practitioners in the field of sales, focusing on how to leverage the sweeping changes in the social and technological environments to achieve sales excellence. Accordingly, the topics of interest include, but are not limited to:

- Sales Renaissance In The Digital Age
- Artificial Intelligence and Selling
- Blockchain And Selling
- Digitisation And Selling
- Sales Management In a Disruptive Era
- Effect of Digital Marketing on Selling and Sales
- Organisational Issues In Sales Management
- Sales Force Control In The Disruptive Era
- Ethical Issues In Sales Management
- Positivity And Positive Organisational Behaviour For Sales And Selling
- Modelling In Sales, Selling, And Salesforce Management
- Leading And Managing Sales Teams On Digital Platforms
- Sales Education And Training

We welcome submissions of structured abstracts or full papers. We are open to conceptual, theoretical, and empirical papers and work-in-progress focusing on the impacts of changing social and technological environments on diverse aspects of professional selling and sales management. Papers that are relevant to practice are highly encouraged. Please note that a special competitive session will be conducted for doctoral student papers. For further information, please visit

<https://www.iimshillong.ac.in/gssi>

Submission Guidelines

Structured Abstract: Please submit your structured abstract, including the main research question(s), theoretical framework, methods/results (wherever applicable), and discussion sections (emphasizing managerial implications). Please note that structured abstracts will not be considered for best paper awards. The structured abstracts should not exceed 5 single-spaced pages (excluding references and appendices).

Full Papers: Full Papers: Please submit your full paper, including the main research question(s), theoretical framework, methods/results (wherever applicable), and discussion sections (emphasizing managerial implications). Papers must include a single-spaced abstract (no more than 100 words) and should adhere to the formatting guidelines for the Journal of Marketing Theory and Practice (please find the [JMTP website here](#)). The maximum length for a full paper is 3,600 words (excluding references and appendices).

Doctoral Student Papers: Submitted papers must be authored by doctoral students (single or multiple authors are acceptable) who are candidates for degrees in sales, marketing or a closely related field at an accredited university. Upon submission, please mention that the paper has been authored (or co-authored) by a doctoral student(s). There will be an award for the Best Doctoral Student Paper. The maximum length for a doctoral student paper is 3,600 words (excluding references and appendices).

Special Sessions: Please submit your structured proposal, including the main topic, purpose, expected duration, and potential moderators/panelists. Please note that the recommended panelists should register for the conference. The maximum length for a special session proposal is 3,600 words (excluding references and appendices).

Submission Instructions and Requirements

Please submit two files. The first file should contain the complete abstract, including author information (name, affiliation, address, phone, and email), and indicate if it is a structured abstract, full paper, special session, or doctoral student paper. Also, indicate whether it is a sales research or pedagogy submission. The second file should contain the complete abstract without author information. When you save the files, please include FULL in the filename for the one with author information and BLIND for the one without author information.

Submissions will be reviewed following a double-blind process. Authors should avoid revealing their identities in the bodies of their papers. Each submission will be evaluated on the importance and potential contribution of the sales topic, quality of conceptual development, sampling, methodology, and the managerial relevance of the results. Please submit your structured abstract/full papers/doctoral student papers/special session proposal to gssi25@iimshillong.ac.in no later than January 12, 2025.

At least one author of accepted papers must (1) register for and present at the conference, (2) return a properly formatted version of the work by the deadline for inclusion in the proceedings, and (3) register for the conference by the registration deadline.

Important Dates

Competitive Papers Submission Deadline: January 12, 2025

Co-Chairs Decision to Authors: February 28, 2025

Final Formatted Paper Version Deadline: April 30, 2025

Best Paper Awards

There will be awards given for the conference:

- 1) Best Empirical Paper
- 2) Best Theoretical Paper
- 3) Best Doctoral Student Paper

Journal of Marketing Theory and Practice Special Issue

With the authors' permission, all accepted papers will be considered for a special issue in the Journal of Marketing Theory and Practice (JMTP). The Editor-in-Chief (Dr. Raj Agnihotri) will be co-hosting the conference, and a special session for constructive feedback will be available at the conference. Full-length papers will be required, and dates for revision submissions will be announced at the conference.

About Raj S Agnihotri

Raj Agnihotri is a Morrill Professor, Mary Warner Fellow, and Assistant Dean of Industry Engagement at the Ivy College of Business, Iowa State University. He currently serves as the Editor-in-Chief of the Journal of Marketing Theory & Practice and has published over 70 articles in leading scholarly journals. Raj also serves on the editorial review boards of several journals, including the Journal of the Academy of Marketing Science, Industrial Marketing Management, and the Journal of Business Research.

**We look forward to your submissions and seeing you in
Shillong, India!**

Venue and Registration Fees

The conference will be held at the Indian Institute of Management Shillong, in India. IIM Shillong, the seventh IIM in India, has been set up with a vision to become an internationally recognized Management Institute with a Global outlook grounded in Indian values. From its inception, it has constantly worked towards a lofty mission to generate and disseminate knowledge in all aspects of management education, focusing on sustainability and building innovative leadership.

The conference fee for regular conference participants will be at € 590,- (early bird at € 490,-). Doctoral students will have a different fee structure, which will be determined in the following weeks.

Live & online GSSI 2025 Shillong information sessions

Two online pre-conference information sessions will take place on October 17 and November 14, 2025. These sessions will provide additional information about the conference, travel to Shillong, India, and accommodations in Shillong.

For more details about the conference, please visit

<https://www.iimshillong.ac.in/gssi> or contact the Conference Co-Chairs



Dr. Teidorlang Lyngdoh
Indian Institute of
Management, Shillong, India
teidorlang@iimshillong.ac.in



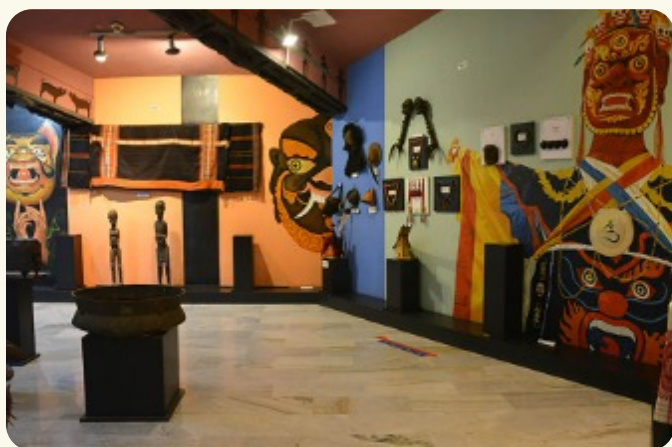
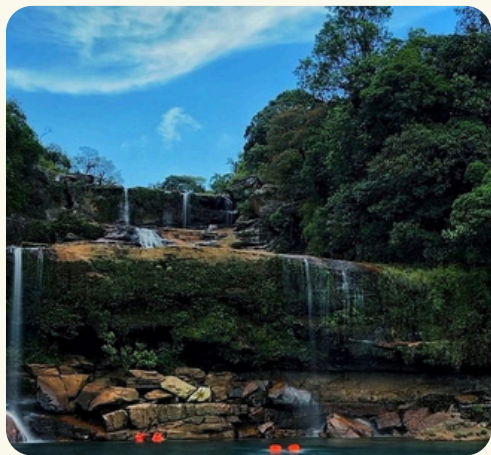
Dr. Raj Agnihotri
Ivy College of Business,
USA
raj2@iastate.edu



Dr. Michel Klein
EM Strasbourg Business School,
France
michel.klein@em-strasbourg.eu



@iimshillong



Beauty of Meghalaya

www.meghalayatourism.in