

2025 GSSI Conference I Schedule at a Glance

Wednesday, 4th June 2025 – Marriot Hotel				
Time	Activity	Location		
4:00 – 6:00 PM	Registration	Marriot Hotel		
Thursday, 5th June 2025 – IIM SHILLONG (Umsawli Campus)				
Time	Activity	Location		
8:30 AM	Registration	Reception - Admin Building		
09:00-09:45 AM	Inauguration ceremony	Auditorium		
09:45- 10:00 AM	GSSI 2025 Welcome: Pia Hautamäki, Margarethe Überwimmer, & Stefan Wengler and the conference co-hosts	Auditorium		
10:15- 11:15 AM	Research Presentations: Session 1 1.2.3 (A) 4.5.6 (B) 7.8.9 (C)	Academic Block		
		Track A	Track B	Track C
11:15 -11:45 AM	Coffee Break	Academic Block		
11:45- 12:45 PM	Special Session I: Global Customer Success	Academic Block		
12:45- 02:00 PM	Lunch Break	Cloud Café (Cafeteria)		
02:00- 03:00 PM	Special Session II: Sales Research in India (Academic View)	Academic Block		
03:00- 04:00 PM	Research Presentations: Session 2 10.11.12 (A) 13.14.15 (B) 16.17.18 (C)	Academic Block		
		Track A	Track B	Track C
04:00- 04:30 PM	Tea Break	L Shape Room		
04:30- 06:00 PM	GSSI Strategy Session	L Shape Room		
6:30 PM	Cultural Evening (by bus to Tripura Castle)	Tripura Castle		
	Friday, 6th June 2025 – Marriot Hotel			
Time	Activity	Location		
8:30 AM	Coffee and Tea	Pre-Function Area		
09:30- 11:00 AM	Research Presentations: Session 4 19.20.21.22 (B) 23.24.25 (C)	Track A Cosmos	Track B Magnum	
11:00- 11:30 AM	Coffee and Tea Break	Pre-Function Area		
11:30- 12:30 PM	Special Session III: A Report from the Real World	Cosmos		
12:30- 02:00 PM	Lunch Break	Pre-Function Area		
02:00- 03:00 PM	Research Presentations: Session 5 26.27.28 (A) 29.30.31 (B)	Track A Cosmos	Track B Magnum	
03:00- 04:00 PM	Research Presentations: Session 6 32.33.34 (A) 35.36.37 (B)	Track A Cosmos	Track B Magnum	
04:00- 04:30 PM	Coffee and Tea Break	Pre-Function Area		
04:30- 05:30 PM	Special Session IV: Academy Meets the Industry (panel discussion)	Cosmos		
07:30 PM	Gala Dinner (Marriot Hotel)	Courtyard		
During the day	GSSI Board Meetings	Board Room		
	Saturday, 7h June 2025 - IIM SHILLONG (Umsawli Campus)			
Time	Activity	Location		
08:30 AM	Coffee and tea	Academic Block		
09:00- 09:45 AM	Special Session V: Meet the Editors	Academic Block		
09:45- 10:45 AM	Research Presentations: Session 7 38.39.40 (A) 41.42.43 (B)	Academic Block		
		Track A	Track B	
10:45- 11:00 AM	GSSI 2026 Presentations	Academic Block		
11:00- 11:30 AM	Awards and Closing Remarks	Academic Block		
11:30 AM- 05:00 PM	Cultural trip including lunch	To be announced		

	Thursday, 5th June 2025	
1	Six Foundational Pillars of RevOps	Tariq Ahmad, Charlotte Gaston-Breton
2	How can the mining analogy enhance sales strategies in complex industrial ecosystems?	Srijayan Iyer
3	Paradoxes in sales: exploratory evidence & illustrative cases from business markets	Stefan Wengler, Margarethe Überwimmer, Jorge Filipe DaSilva Gomes, Hammer Harald
4	Salesperson's Stress: A double-edged sword	Abhimanyu Sahoo, Vaibhav Chawla
5	Extending Careers in Sales: The Role of Job Satisfaction	Silvio Cardinali, Simone Severini, Alessandro Romoli
6	Karma Yoga Applications in B2b Sales Personnel to Enhance Productivity and Focus Selling	Ramkishen Yelamanchili, Aparna Jain, Jaishree S
7	The Role of Psychological and Innovation-Driven Factors in Shaping Consumer Purchase Intentions Through BNPL: A Dual Lens Approach	Anjali, Tanya, Chandrika, Anu Yadav, Mahendar Yadav
8	The Evolution of BRICS and the Strategic Role of BRICS Pay in Global Financial Innovation	Bharati Wukkadada, Ram Kishen Yelamanchili, Rai Rajesh Jaishankar
9	Integrating Sales into Organizational Innovation: How Sales Managers Drive Participation	Katrinna Yolnen, Anu Puusa, Saara Julkunen
	<i>Special Session I: Global Customer Success: Overview, Challenges, and Opportunities.</i>	Bryan Hochstein, Deva Rangarajan
	<i>Special Session II: Sales Research in India (Academic View)</i>	
10	From Mikado to Mastery: Sales Team Adaptation in Capital-Intensive Product-Service Sales	Rikke Carlé, Poul Houman Andersen
11	Incentive-Integrated Price Delegation: Learnings from a Field Experiment	Aritra Bhattacharya, Raghu Bommaraju, Gopalkrishna Gangadhar, Prakash Bagri
12	Personal Selling in Retail 4.0: Re-envisioning the role of the Salesperson in an Omnichannel Environment	Disha Sharan, Divakar Kamath, Ripal Chandulal Doshi, Swati Mukund
13	Salesforce Technology Resistance: A Qualitative Inquiry	Subhan Sundaray, Vibhava Srivastava
14	Assessing Readiness for Data-Driven Sales Management as We Enter the AI Era: Insights from Practitioners	Lauri Kurki
15	The Role of Generative AI in B2B Sales Influence: Empirical Evidence from Interviews with Sales Managers	Bimesh Sreshta, Anssi Tarkiainen, Jarkko Niemi, Rajan Kumar VK
16	Empathetic Listening and Authenticity Linked to Ethical Practice	Tanya Drollinger, Braden Simpson
17	Benefits of participating in a sales competition	Thomas Berger, Timo Holopainen, Michel Klein
18	Revealing New Behavioral Drivers in Sales Negotiation Training: A Thematic Analysis of VR and AI Integration	Stephanie Jordan, Stephen Hoffmann, Barbara Dannenmann, Deva Rangarajan
	<i>GSSI Strategy Session</i>	
	Friday, 6th June 2025	
19	Customer Success Deployment: An Integrative Approach	Sandip Mukhopadhyay, Deva Rangarajan, Jaakko Metsola, Rakesh Singh
20	Influence of Digital Marketing on Consumer Purchasing Trends for Food Products in Pune City	Amogh Deshpande, Ashok Todmal, Geeta Rao
21	AI Readiness in sales, marketing, and exports: A Conceptual Framework for Small and Medium-Sized Enterprises	Ingrid Marin, Margarethe Überwimmer, Elisabeth Frankus, Valerija Muravjova
22	Decoding Dual Advocacy: Exploring the Internalization Process in Salespeople for Organizational and Customer Success	Ponmythili Muppudathi, Rajeshwari K, Deva Rangarajan, Shibashish
23	Bridge the chasm of technology in Agri-Business: The Invisible Role of GenAI	Hari Sarma, Sree Nilakanta, Srini Reddy, Karthik Hanumanthaiah
24	Artificial Intelligence and Blockchain in Banking	Kirti Arekar, Ishaan Arekar
25	Impact of Supply Chain Performance on firm profitability in the Indian FMCG sector - Analysis of SC strategies enabling Marketing Competitive Advantage	Siddhartah Roy, Saswati Tripathi
	<i>Special Session III: A Report from the Real World</i>	Mads Winther (Intenz)
26	Managing the Use of Enterprise Social Media Platforms in B2B Organizations	Maria Rouziou, Pia Hautamäki, Deva Rangarajan, Nawar Chaker

27	Evolving E-Commerce: Blockchain Technology for Secure and Transparent Selling	Navpreet Sidhu, Devesh Bathla
28	Factors Influencing Satisfaction Among Women Entrepreneurs Using Facebook for Business Communication	Manav Sahu, Dipti Mayee Sahu
29	From Data to Deals: A Decade of AI Revolutionizing Sales	Rakesh Meet
30	Workplace Physical Activity Interventions for Employees and Company Benefits in Internationally: A Literature Review	Saara Salokangas
31	Leveraging digital architecture on B2B platforms to drive international sales growth: Implications for international sales processes	Pia Hautamaki, Minna Heikinheimo, Sylvie Chetty
	<i>Special Session IV: Academy Meets the Industry</i>	
32	Business Transformation by Salesperson	Shinji Hongo, Tsunehiro Hayashi
33	Caught In the Digital Crossfire: The Hidden Cost of Digital Transformation	Sidharth Tripathi, Sridhar Guda, Rajesh R
34	The AI-Augmented Sales: Examining the Role of AI on Sales Competencies	Ratan Kumar, Shipra Pandey, Vibhava Srivastava
35	Implementing Artificial Intelligence in Forecasting B2B Sales: from Total to Granular Predictions	Kwiatek Piotr, Grzegorz Leszczyński, Amira Mouakher
36	Investigate The Linkage Between Sales Territory Business Potential Indices and Territory Sales Performance	Mukesh Mishra
37	How territory perceptions impact salespeople's employer brand NOT TO BE INCLUDED IN THE PROGRAM	Fanny Poujol, Aaron Arndt
	Saturday, 7th June 2025	
	<i>Special Session V: Meet the Editors</i>	
38	Bridging the Buyer-Seller Divide: A Process Alignment Theory of B2B Customer-Centricity	Bert Paesbrugge
39	Consumer Perception of Electric Vehicles in Green Delivery: Impact on Brand Loyalty and Purchase Decisions	Bharati Wukkadada, Ram Kishen Yelamanchili, Kuna Manoj Kumar
40	Analysing Consumer Well-Being in Commercial Sharing Platforms: A Text Mining Approach in the Hospitality Sector	Alen Podimattam, Sreejith R, Somesh Kumar Sinha
41	Navigating the Ethical and Practical Implications of Aligning Sales Strategies with Prospects' Sustainability Beliefs	Gregory Rich, Rhett T. Epler, Laurianne Schmit, Deva Rangarajan
42	Embracing the Future: Determinants of Adoption of Artificial Intelligence by Small and Medium Businesses in Emerging Markets	Jay Mulki, Divakar Kamath
43	Impediments to Marketing Agility Within Small and Medium Enterprises: A Frontline Perspective	Rakesh Singh, Avinash Malshe, Scott Friend, Kumar Ranjan