

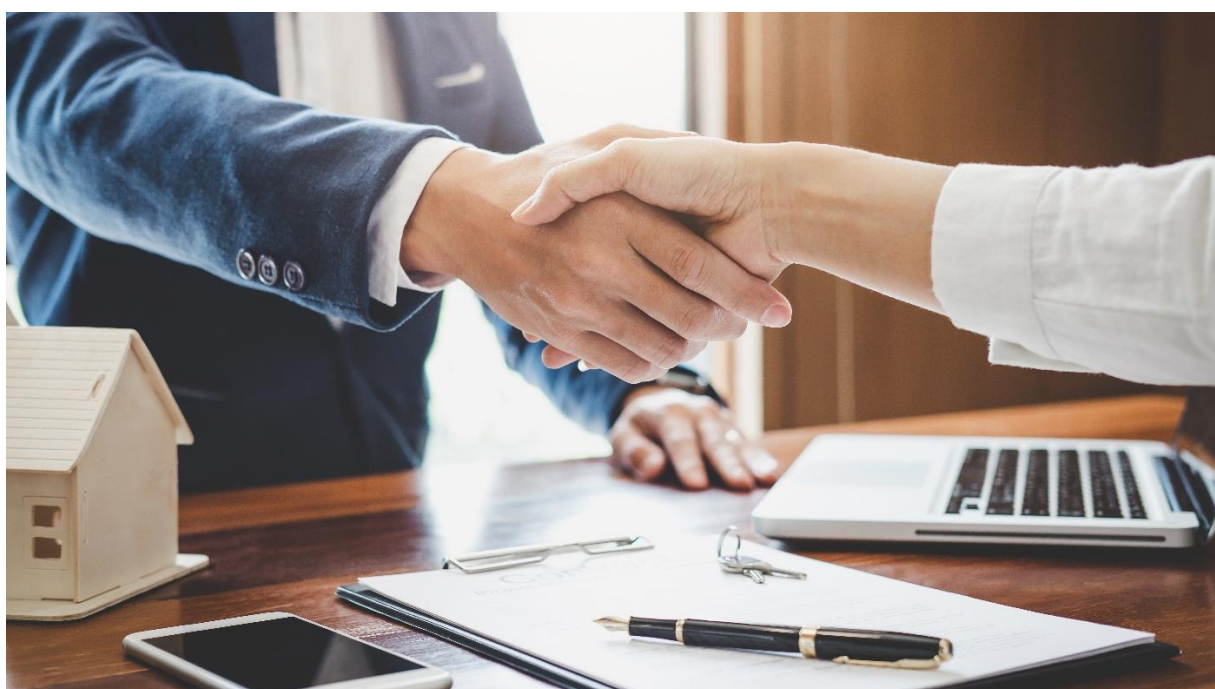


Global Sales  
Science Institute

## CALL FOR PAPERS

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### European Innovation & Trade Colloquium



Topic: “The new trends in sales and sales negotiation”

**April 3-4, 2023**, at EM Strasbourg Business School

<https://www.em-strasbourg.com/en/agenda/ceic-2023>

The French Direct Selling Association, EM Strasbourg Business School (University of Strasbourg), and the Global Sales Science Institute are organizing the ninth edition of the European Innovation & Trade Colloquium. This edition, focused on new trends in sales and sales negotiation will take place April 3–4, 2023, and is open to both academic researchers and practitioners. The Journal of Marketing Trends, the FNEGE, the HuManiS Research Center, and the Wine and Tourism Chair of EM Strasbourg Business School have partnered for this important event.

The public health crisis has changed the working environment and professional practices of salespeople in Europe and around the world. Remote work, new digital sales tools, customer retention, the delayed signing of contracts by customers, and general uncertainty have generated concerns that are impacting the sales function.

As a result of the current crises, the professional and economic equilibrium of B2B and B2C sales professionals has been altered. Faced with new working conditions and digitalization, professionals have adopted new codes and updated their sales methods. Owing to these sweeping changes a major update of our knowledge of sales and sales negotiation professions is necessary.

The 9th edition of the European Innovation & Trade Colloquium aims to bring together academic experts in sales, sales management, and information systems; company executives; sales managers; marketing managers; actors from professional associations; and institutional decision-makers. More specifically, this dialogue will revolve around the following themes:

- **Examples of questions concerning sales, sales negotiation, and marketing:**
  - How did business practices change during the public health crisis?
  - Have social ties between salespeople and their customers been impacted by the crisis?
  - What are the effects of digitizing sales processes on sales performance?
  - How can customer relationships be optimized and secured today?
  - How can sales opportunities be identified?
  - How can salespeople maximize customer value?
  - How are salespeople finding new ways to prospect for and follow-up customers?
  - ...
  
- **Examples of questions concerning human resource management in sales:**
  - How can sales managers foster satisfaction and healthy competition in their sales teams?
  - How can remote salespeople be managed from afar?
  - How important is corporate social responsibility (CSR)?
  - How can stress be managed in sales teams?
  - Has the compensation of salespeople been impacted?
  - How will the professional status of salespeople evolve?
  - How to best recruit salespeople today?
  - What will be the profiles of salespeople in the future?
  - ...

In order to be accepted, the papers proposed by researchers must be in line with these themes or generally contribute to the empirical and theoretical research on challenges, issues, and new practices in the field of sales and sales management.

Empirical or theoretical insights related to direct selling will be particularly appreciated. Papers may be presented in French or English.

## Recognition:

A prize will be awarded to the two best papers.  
The best papers will be published in the Journal of Marketing Trends.  
Papers will be published in the traditional form of conference proceedings.

## Submission timeline:

1. Paper proposals must be submitted no later than **January 30, 2023**, to the Research Office of EM Strasbourg Business School ([ceic2023@em-strasbourg.eu](mailto:ceic2023@em-strasbourg.eu)).
2. Authors will receive a response in **early March 2023**.
3. The colloquium will be held on **April 3–4, 2023**, at EM Strasbourg Business School.

## Submission requirements:

Empirical and theoretical contributions are expected. Manuscripts may be submitted (and presented) in French or English. Authors must send two manuscripts. The first one will include the following elements on the first page: the first and last name of the author(s); the title, function, and institution of each author; and contact information (postal address, telephone number, email address). The second manuscript sent in the same email must be anonymous.

### Regarding the article:

- The article, typed in Times New Roman 12 font with single spacing, shall not exceed five pages, including all tables, figures, and references. Manuscripts will include a brief abstract of no more than 400 characters.
- The parts shall follow a simple numbering system: 1, 1.1., 1.1.1., etc.
- Title: Times New Roman 18 in bold
- Title 1: Times New Roman 14 in bold
- Title 1.1: Times New Roman 12 in bold
- Conclusion: Times New Roman 14 in bold
- Bibliography: Times New Roman 14 in bold, content in Times New Roman 12
- Citation of references in the bibliography:  
Book: first-name initial and surname of the author, date of publication, title of book, publisher, place of publication.  
Article: first-name initial and surname of the author, date of publication, "title of article", title of journal, vol. x, no. x, pp. x-y.

The scientific committee will be led by Jessie Pallud, full professor at EM Strasbourg Business School, University of Strasbourg.

## Location:

The colloquium will take place at EM Strasbourg Business School (University of Strasbourg), 61 Avenue de la Forêt-Noire, 67000 Strasbourg, France.

EM Strasbourg Business School is a unique model of a business school that is part of an internationally recognized university. High-impact intellectual contributions relevant to 21st-century organizations are developed through research and teaching at the School.

### Members of the organizing committee:

- **Frédéric Billon** - General Delegate, FVD
- **Jacques Cosnefroy** - General Delegate, FVD
- **Natalie David** - Associate Professor, EM Strasbourg
- **Romain Franck** - Associate Professor, EM Strasbourg
- **Nathalie Gravenitz** - President, FVD
- **Aude Jeulin-Dhondt** - President of the Employment-Training Commission, FVD
- **Michel Klein** - Associate Professor, EM Strasbourg
- **Sandrine Mallard** - Training Officer, FVD
- **Jessie Pallud** – Full Professor, EM Strasbourg
- **Jean-Laurent Rodriguez** - Past-president of the Employment-Training Commission, FVD
- **Laurianne Schmitt** - Enseignant-Chercheur, EM Strasbourg
- Research Office, EM Strasbourg

### Members of the scientific committee:

- **Thomas Berger** - Duale Hochschule Baden-Württemberg Stuttgart
- **Pascal Brassier** - IAE Clermont Auvergne
- **Silvio Cardinali** - Università Politecnica delle Marche
- **Eric Casenave** - Grenoble Ecole de Management
- **François Cassière** - IAE Clermont Auvergne
- **Natalie David** - EM Strasbourg
- **Rhett Eppler** - Old Dominion University
- **Romain Franck** - EM Strasbourg
- **Coralie Haller** - EM Strasbourg
- **Pia Hautamäki** - Tampere University of Applied Sciences
- **Timo Holopainen** - Turku University of Applied Sciences
- **Richard Huaman-Ramirez** - EM Strasbourg
- **Eric Julienne** - IUT d'Evry Val d'Essonne
- **Martin Klarmann** - Karlsruhe Institute of Technology
- **Michel Klein** - EM Strasbourg
- **Piotr Kwiatek** - University of Applied Sciences Upper Austria
- **Christine Lai-Bennejean** - EM Lyon
- **Laure Lavorata** - Université Paris Nanterre
- **Marie Lemaire** - EM Strasbourg
- **Bruno Lussier** - HEC Montréal
- **Nada Maaninou** - EM Strasbourg
- **Jean-Louis Moulins** - Aix-Marseille Université
- **Catherine Pardo** - EM Lyon
- **Jessie Pallud** - EM Strasbourg
- **Daria Plotkina** - EM Strasbourg
- **Fanny Poujol** - Université Paris Nanterre
- **Deva Rangarajan** - IÉSEG School of Management
- **Arnaud Rivière** - IAE Tours Val de Loire
- **Dominique Rouzies** - HEC Paris
- **Maria Rouziou** - HEC Montréal
- **Laurianne Schmitt** - EM Strasbourg
- **Margarethe Überwimmer** - University of Applied Sciences Upper Austria

- **Stéphano Vacher** - EM Strasbourg
- **Pierre Volle** - Université Paris Dauphine-PSL
- **Agnès Walser-Luchesi** - EM Strasbourg
- **Stefan Wengler** - Hof University of Applied Sciences

More information about the European Innovation & Trade Colloquium will be progressively made available on the website of the Fédération de la Vente Directe [French Direct Selling Association] (<https://www.fvd.fr/>).

In partnership with:

**JOURNAL OF  
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TRENDS**

 **FNEGE**  
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Vin  
et tourisme