

Call for Papers for the Special Series on “The role of Informing in Sales: Research and Practice”

in *Informing Science: the international journal of an emerging transdiscipline*

<http://Inform.NU>

Guest Editor Rob Hammond

Muma College of Business, University of South Florida, RWHammond@usf.edu

Target Dates

- | |
|--|
| <ul style="list-style-type: none">➤ Email a 500-word abstract/intention to submit no later than September 1, 2018 |
|--|
- Responses to authors from editors November 1, 2018
 - First draft papers April 1, 2019
 - Peer reviews delivered to authors June 1, 2019
 - Final DRAFT to Editors by September 1, 2019
 - Response to DRAFT by editors by November 1, 2019
 - Publication expected early 2020

Scope

Sales is a transdisciplinary business function. In delivering on their appointed tasks, sales people and sales managers often must take on the role of behavioral psychologist, marketer, forensic scientist, accountant, financier, and engineer. Rather than build competency in a siloed discipline, sales people and sales managers are accountable for finding answers to customer problems regardless of the domain. The clarity of a go-to-market goal eliminates traditional functional boundaries and exposes the full extent of the solution space. Complexity thrives in the sales solution space which can often lead to convoluted decision making.

The purpose of this special issue of the “Informing Science: the International journal of an emerging transdiscipline” is to disseminate the current state of thinking and research related to informing in sales activities and to provide an outlet for this sales research and thinking. Informing sales activities live within a salesforce. These activities impact all the stakeholders in the sales process as well as the relationship between sellers and customers in any portion of the buyer’s journey.

Topics for consideration include (but are not limited to):

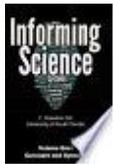
- The role of complexity in informing sales people and or customers.
- Systems thinking applied to sales organization design and or customer interactions.
- Differences in the approach of informing in industries or types of sales.
- The role and / or application of information technology in sales.
- Research developments and challenges requiring improvements to informing among actors in the sales person’s firm and / or between the sales person’s firm and customer.
- Research developments and challenges requiring improvements to motivation applied to sales person activities and quota achievement.
- New forms of educational activity and learning models that emphasize communication across disciplines.
- Techniques for communicating to practitioners.
- Alternative conceptual schemes for representing sales organization or sales person issues.
- Novel conceptual schemes or thinking related to topics of interest to practitioners or scholars.

How to submit your abstract/intention to submit

The first step is to email your abstract or research idea to Guest Editor Rob Hammond. Indicate on the subject line of your email that it relates to the special series on informing in sales.

Rob's response will indicate details on submitting your paper online and help guide your submission to meet the needs of the special issue. Be sure that your abstract relates to informing science. Here are some free resources on the transdiscipline

Resources on Informing Science



Informing Science Volume One: Concepts and Systems
<https://books.google.com/books?id=ykV4CwAAQBAJ>

Informing Science Volume Two: Design and Research Issues
<https://books.google.com/books?id=qEZ4CwAAQBAJ>

All papers published by the journal are freely accessible at
<https://www.informingscience.org/Journals/InformingSciJ/Articles>

Volunteer to review for the series

To join the review board for these submissions, sign up at
<https://www.informingscience.org/Journals/InformingSciJ/ReviewerInfo> and select as a topic of your expertise "The role of Informing in Sales" under "special series"

Questions?

Contact Guest Editor Rob Hammond at rwhammond@usf.edu (phone: +1 913.226.3140)