

CALL FOR PAPERS

Global Sales Science Institute (GSSI) Conference 2027

Celebrating 20 Years of Global Sales Science: Bridging Trust, Human Ingenuity, and Transformation at a Crossroads in Africa

June 2-4, 2027, ESCA Ecole de Management, Casablanca, Morocco

The Global Sales Science Institute (GSSI) invites scholars, educators, and practitioners to submit full papers and structured abstracts for the 2027 GSSI Conference in Casablanca, Morocco.

GSSI connects scholars, educators, students, and sales leaders to co-create rigorous research, forward-looking innovative teaching, and actionable insights that strengthen personal selling and sales management worldwide. In 2027, GSSI celebrates its 20th anniversary, marking two decades of shaping sales scholarship, pedagogy, and practice worldwide.

This year's theme, **"Celebrating 20 Years of Global Sales Science: Bridging Trust, Human Ingenuity, and Transformation at a Crossroads in Africa,"** reflects both a moment of reflection and a forward-looking call to action. Over the past two decades, selling has evolved dramatically. Today, the discipline stands at a pivotal inflection point driven by rapid advances in artificial intelligence, digital platforms, and data analytics.

At the same time, these changes raise fundamental questions:

- What aspects of selling can be automated—and what must remain human?
- How does trust develop in hybrid and AI-mediated interactions?
- What role do judgment, empathy, and creativity play in an increasingly technology-enabled sales environment?
- How should we teach and prepare the next generation of sales professionals for this evolving landscape?

As a host region, Africa offers a powerful context. Rapid digital transformation, entrepreneurial growth, and diverse institutional environments make it an ideal setting to explore how global sales practices evolve at the intersection of technology, culture, and human relationships.

The 2027 GSSI Conference seeks to explore how the field can bridge technological transformation with the enduring importance of human ingenuity in sales, while also reflecting on what we have learned over the past 20 years—and how we prepare for the next 20.

Topics of Interest include (but are not limited to):

AI, Technology, and Sales Transformation

- AI-enabled selling, automation, and augmentation of sales roles
- Generative AI and its impact on communication, content, and buyer engagement
- Technology adoption, resistance, and organizational change in sales
- Human–AI collaboration and decision-making in sales contexts

The Human Element of Sales

- Trust-building in digital and hybrid environments
- Creativity, improvisation, and judgment in complex sales situations
- When and why human interaction matters in buyer–seller relationships

Trust, Ethics, and Responsibility in the AI Era

- Transparency, bias, and fairness in algorithm-driven decisions
- Privacy concerns and their impact on customer trust
- Responsible and sustainable sales practices

Sales in Africa and Emerging Markets

- Informal economies and relationship-based selling
- Digital leapfrogging and mobile-enabled sales models
- Sales as a driver of inclusive economic growth

Retrospective Track

In recognition of GSSI's 20th anniversary, we invite submissions that take stock of where the field has been, and use that vantage point to chart where it should go. Submissions may include systematic or narrative literature reviews, bibliometric analyses, or conceptual pieces that synthesize accumulated knowledge, with particular interest in work that identifies what remains unresolved and what questions should define the next 20 years.

- The evolution of core theoretical frameworks in selling and sales management
- Method trends, blind spots, and opportunities for cumulative knowledge-building
- The changing relationship between sales research and sales practice
- How sales pedagogy has evolved and what that evolution reveals about the field
- Practitioner perspectives on the real-world impact of sales science

Sales Pedagogy, Teaching Innovation, and Learning Impact

In recognition of both GSSI's educational mission and its 20-year legacy, we invite submissions focused on teaching excellence and innovation in sales education. This track will highlight ideas that shape how we teach sales in an era defined by AI and transformation. Submissions in this track may include evidence-based teaching innovations, conceptual approaches to pedagogy, or well-developed teaching cases.

- Innovative teaching methods, simulations, and experiential learning
- Integrating AI, analytics, and technology into sales curricula
- Classroom approaches to hybrid, online, and global learning environments
- Industry partnerships and real-world learning experiences
- Best practices, course designs, and teaching cases

Submission Information

The conference welcomes both empirical and theoretical papers, as well as pedagogical contributions, related to all aspects of selling. Competitive submissions will be reviewed following a double-blind process, and awards will be conferred for the best:

1. Empirical paper
2. Theoretical paper
3. Retrospective paper
4. Doctoral student research paper
5. Teaching Innovation / Pedagogy contribution

Competitive Submission - Structured Abstracts or Full Papers (Theoretical, Empirical, Retrospective)

- Clearly articulated research and contribution
- Supporting theory
- Method Used (if applicable)
- Evidence, outcomes
- Theoretical and Practical Implications
- Indicate if empirical, theoretical, or retrospective upon submission.

Doctoral Student Submissions*

Scholarly research papers will be considered for doctoral student awards and grouped for presentation. Teaching papers or structured abstracts may be submitted to other tracks.

- Must be authored by one or more doctoral students only.
- Submit short full papers (≈ 10-12 pages excluding references and appendices)
- Please indicate doctoral status upon submission.

Teaching Submissions

- Must address a sales or sales management class topic
- Innovations can be individual class activities, full class approaches, or more extensive curricula
- Clearly articulated teaching objective and contribution
- Supporting pedagogy
- Evaluation, Evidence of outcomes (where applicable)
- Please indicate teaching track upon submission.

Requirements

Manuscripts should adhere to the *Journal of Personal Selling & Sales Management (JPSSM)* guidelines. Structured abstracts and teaching submissions should be no more than 5 pages single-spaced (plus references). At least one author of each accepted submission must:

- Attend and present at the conference
- Submit a final version by the deadline
- Register for the conference

Clearly label the category of submission and submit to the GSSI 2027 Website: [Global Sales Science Institute \(GSSI\) 2027 Call for Paper](#)

***Doctoral Consortium**

We are pleased to announce that we will host a doctoral consortium for all current doctoral students on May 31 (optional methodological workshop) and June 1-2. More details will be available on the website under the Doctoral Colloquium tab.

Conference Organizers

Conference Co-Chairs Salah Koubaa, ESCA Ecole de Management; Ellen Pullins, University of Toledo; Emily Tanner, West Virginia University, and Christophe Fournier, ESCA Ecole de Management

Chair of the Organizing Committee: Hicham El Ghabzouri

Chair of the Scientific Committee: Emily Tanner

Scientific Committee Emily Tanner, Chaimae Hathout, Christophe Fournier, Elina Ylikoski, Ellen Pullins, Hicham El Ghabzouri, Kenza El Badia, Salah Koubaa, and Sara Hathout.

Organizing Committee Hicham El Ghabzouri, Amine Thaki, Anas El Alaoui, Bilal El Hadji, Christophe Fournier, Elina Ylikoski, Ellen Pullins, Hiba Anaddam, Hind Kadiri Yamani, Maroune Gourit, Olena Antipova, Rayhane El Jraidi, Samira El Hachimi and Sanaa Serghini.

Please direct questions to

Competitive, Doctoral & Teaching Papers: Emily Tanner at Emily.Tanner@mail.wvu.edu

Special Session or Anniversary Ideas, General or Other: Ellen Pullins ellen.pullins@utoledo.edu

Venue or Logistics Questions: Hicham El Ghabzouri, helghabzouri@esca.ma

Closing Thought

Twenty years ago, GSSI was founded on a simple conviction: that selling deserves rigorous scientific inquiry. That conviction has held. What has changed is the urgency. We are no longer debating whether sales is transforming. It is. The question now is whether sales scholarship will shape that transformation — or simply document it. The next generation of sales professionals will inherit tools we are just beginning to study and operate in markets we are just beginning to understand.

Casablanca is not an arbitrary backdrop. Africa's fastest-growing markets are writing new rules for how trust is built, how relationships scale, and how technology gets woven into the fabric of selling. That is the opportunity in front of us. Not just to reflect on what sales science has built over 20 years, but to decide what it will stand for in the next 20 — when the stakes for getting it right, for buyers, sellers, and the profession itself, have never been higher.

We hope to see you in Casablanca.