## SYSTEMIC AND HOLISTIC PERSPECTIVES ON SALES THEORY

**Guest Co-Editors**

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**Special Issue Background Information**

Recent work calls attention to the need for, and potential of, more holistic and systemic views to explain selling and sales related phenomenon. Such work, for example, identifies the importance of recognizing: (1) the broadening and blurring of salesperson tasks and responsibilities with those of other roles (Hartmann et al., 2018; Hughes, Le Bon, and Malshe 2012; Rapp et al. 2017), (2) the participation of actors inside *and* outside the selling firm in selling (Bolander et al. 2015; Hartmann et al., 2018; Plouffe et al. 2016), and (3) the non-linear nature of sales processes, which often involve many actors (Dixon and Tanner 2012; Hartmann et al., 2018; Moncrief and Marshall 2005). The goal of the special issue on "Systemic and Holistic Perspectives on Sales Theory" is to contribute to the advancement  and diffusion of stronger and more comprehensive sales and sales management theory.

Submissions offering comprehensive conceptual frameworks, alternative ways of viewing long examined issues and phenomenon, analytical models, and/or methodological approaches that account for multiple actors and/or change over time are especially encouraged. Submissions that draw from the multi-actor perspectives such as the service ecosystems perspective of service-dominant (S-D) logic, institutional theory, complexity theory, social network theory, role theory, stakeholder theory and other theories that account for multiple, networked, or systemic set of actors are also strongly encouraged. Papers set within traditional B2B and B2C as well as other actor-to-actor contexts are welcome. Given the focus of *JPSSM,* selling, sales, and/or salespeople should be a major theme in any submission.

Example of possible topics include, but are not limited to:

- Participation of salespeople and/or sales organization in institutional change processes and the legitimation of solutions.
- The diffusion of selling techniques and practices across companies, industries, countries, and/or time.
- Synergetic and time-varying factors with regard to motivating and incentivizing salespeople
- The blurring and switching between sales and other roles.
- Applying analytical models that assess variables over time or are related to broad actors

- Identification of changes to sales processes viewed from a network or systemic perspective.
- The benefits and risks of elevating the voices of actors outside of the organization in selling processes.
- Legitimation of new technologies in sales processes.
- Changes in how sales education, the sales profession, and sales research is viewed from a perspective that considers many parties.
- The use of information technology (e.g., social media) in connecting broad actors and narratives, with regard to selling.
- Organizational, role, and contextual factors that influence the relative importance of various salesperson knowledge, skills, and abilities.
- Similarities and differences in the various characterizations of salespeople, and boundary conditions that impact their relative importance.
- The institutionalization of technologies (e.g., artificial intelligence, block chain) and how such technologies influence the participation of salespeople and other actors in selling.
- Conceptualizations and measures of salesperson performance that take into account that selling occurs over time and involves broad sets of actors.

Authors are encouraged to contact one of the special issue co-editors if they are unsure of the applicability of their topic.

## Submission Information

The timing of the special issue will be:

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| January 5, 2020 | Initial submission to JPSSM review process |
| April-May 2020 | Revise papers based on JPSSM reviews |
| July 2020 | Resubmission of invited revisions |
| September 2020 | Finalize accepted paper |
| December 2020: | Publish special issue |

Submissions must follow JPSSM Guidelines for Authors (http://mc.manuscriptcentral.com/jpssm/). Only original papers not currently under review or published elsewhere may be submitted.