CALL FOR PAPERS – UPCOMING SPECIAL ISSUE

Journal of Marketing Theory and Practice
Editor, Greg W. Marshall
Rollins College ~ Winter Park, Florida USA
www.jmtp-online.org/

“Connecting Theory and Practice in Selling and Sales Management”

SPECIAL ISSUE GUEST EDITORS
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The Journal of Marketing Theory and Practice (JMTP) is positioned as a high quality journal internationally that is devoted to the publication of peer-reviewed articles addressing substantive, managerial issues in marketing. In the context of developing, enhancing, and disseminating marketing knowledge, JMTP values both conceptual and empirical work by academicians so long as the work is theoretically sound and also provides strong implications for the managerial practice of marketing.

BACKGROUND INFORMATION
Over its 22 year history, JMTP has published four special issues related to various topics in selling and sales management. In addition, according to the retrospective article on JMTP by Polonsky and Ringer (JMTP 2012), between the journal’s founding in 1992 and 2011 59 selling and sales management related articles were published in the journal representing about 8 percent of the total published articles. This ranks the topic as second overall among 25 categories of topical areas published in JMTP. It is based on this rich history of attention to the field of selling and sales management that this Call for Papers is offered.

OVERVIEW
This Special Issue creates a platform for selling and sales management scholars to break with tradition and offer challenging new ideas to the literature. We therefore seek papers that have the potential to significantly advance overall theoretical and managerial development of the field of selling and sales management and break from conventional thinking. Our goal is to dedicate approximately one half of the special issue to theory generating papers, and the other half to papers that provide rigorous tests of theory. These papers may present new theories or frameworks or borrow from other disciplines; reconcile ambiguous or mixed findings in existing sales research; synthesize or extend existing sales research beyond its original boundaries; or offer other important significant advances in areas, including (but not limited to) sales structure, processes, people, performance, capabilities, skills, networks, management and leadership, and technology. Papers that consider the role of sales in our changing marketplace and complex business environment are also welcome as are those focused on sales interface.
issues with other business functions. Of course, global issues and issues of connectedness and doing business in the digital era are also welcome.

As the field of selling and sales management evolves, there is a need to develop new theoretical perspectives and frameworks, as well as to continue to test existing ideas and theories. Existing sales research offers significant empirical contributions that tend to test existing ideas and theory. As a result of this research, we have made progress in refining our understanding of how existing theories inform sales problems and questions. However, this research is often based on relatively mature frameworks that perhaps are not able to address important questions that are emerging in today’s sales environment. This special issue is targeted to fill this void.

Given our focus on theory generation, as well as theory testing, we are open to both rigorous empirical papers and also conceptual papers that offer big ideas, integrative frameworks and models, important reviews, or debate ideas within the field. We are interested in papers that make their own original and constructive contributions to the sales field. Again, the special issue seeks to strike a balance between conceptual papers and empirical tests. Thus, we are open to papers that are purely conceptual and offer propositions and also to papers that present and test hypotheses. In particular, we welcome research that challenges conventional selling and sales management wisdom.

**SUBMISSION INFORMATION**
The due date for submission of manuscripts is April 1, 2015. Only original papers not currently under review or published in other journals may be submitted. The *Journal of Marketing Theory and Practice* website, [www.jmtp-online.org/](http://www.jmtp-online.org/), provides journal information (i.e., aims and scope), instructions for authors (i.e., style and formatting guidelines), and information about the review process. Please precisely follow the guide for authors and submit all manuscripts to: editor@jmtp-online.org. Attach the manuscript and your cover letter as separate documents. Note in the submission that it is for the special issue on sales. Before being placed into review, each manuscript will initially be screened for adherence to *JMTP* style guidelines and if not properly formatted it will be returned to the author.

**QUESTIONS AND FOR MORE INFORMATION**
Contact the special issue guest editors directly:

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We are looking forward to your contributions!

Best regards,  
Jule and Karen