



The Journal of Selling

Volume 20, Number 2

SPECIAL ISSUE – WOMEN IN SALES

ACADEMIC ARTICLES:

On the Relationship Between Self-Efficacy and Sales/Job Performance: Does Gender Matter?

By Robert A. Peterson and Victoria L. Crittenden

Gender Differences in Dispositional Traits of Sales Representatives

By Jane McKay-Nesbit and Malcolm C. Smith

Selling with Confidence and Empathy: Utilizing Improvisation Training to Explore the Gender Gap in B2B Sales

By Jonathan Ross Gilbert and Stefanie Boyer

Hey Blue Eyes: Sexism Still at Work in the Modern Sales Workplace

By Lindsay R.L. Larson and Linda Mullen

APPLICATION ARTICLES:

It's Time to Move Past Lean-In: Breaking Institutional Barriers to Empower Female Sales Leaders

By Mary Shea, Matthew Flug, Jennifer Zhang, Waverly Deutsch, Kara Hartig, Nick Monroe, Caroline Roberston and Katy Tynan

Walking the Talk: LinkedIn's Best Practices to Advance Women in Sales

By Karen M. Peesker and Jonathan A. Lister

PEDAGOGY ARTICLES:

Identifying and Closing Gender Gaps in Sales Education

By Jane Z. Sojka, Corinne A. Novell, and Karen A. Machleit



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Mission Statement

The objective of the journal is to foment collaboration between practitioners and academics for the advancement of application, education, and research in selling. Our audience is comprised of practitioners in industry and academics researching in sales.

Manuscripts

1. **Articles for consideration** should be sent by email to Editor: Robert M. Peterson, Department of Marketing Northern Illinois University, DeKalb, IL 60115 peterson@niu.edu.
2. The Journal of Selling has **3 categories of manuscripts**:
 - Academic** manuscripts use the traditional scientific approach for understanding sales phenomena and the goal is to add to the body of knowledge that is supported by rigorous research methods.
 - Application** manuscripts focus on sharing cutting edge insight on marketplace behaviors, changes, benchmarks, etc. Theoretically sensible, the papers generally focus on an existing problem/opportunity and provide more information on current reality.
 - Pedagogy** manuscripts should illustrate a teaching/training improvement when using a certain idea/method/content/approach and contain empirical support. The importance of teaching and researching in this domain is vital to help educators and trainers remain on the cutting edge of sales instruction. Case studies are now accepted as well.
3. **Articles in excess of 6000 words** will not normally be accepted. The Editor does welcome shorter articles and case studies.
4. **A manuscript should be submitted via email** to the Editor in Microsoft Word format, with author's name(s) and title of the article. Contributors are advised to check by telephone that submissions have been received. Neither the editor nor Northern Illinois University, Department of Marketing accepts any responsibility for loss or damage of any contributions submitted for publication in the Journal.
 - Biographical note** - supply a short biographical note giving the author(s) full name, contact information, appointment, institutions or organization / company and recent professional attainments.
 - Synopsis** - an abstract of at least 100 words, but not exceeding 175 words should be included.
 - Diagrams / text boxes / tables** - should be submitted without shading although a copy of how the authors wishes the diagram to appear shaded may be submitted by way of illustrative example. These should be numbered consecutively and typed on separate pages at the end of the article with an indication in the text where it should appear.
 - References** - should be cited using the Chicago method. No footnotes should be used for references or literature citations. Wherever possible, full bibliographic details (e.g., volume number issue number or date, page numbers publisher year of publication) should be included.
 - Footnotes** - are seldom used and should be folded into the article text.
5. **Any article or other contribution** submitted must be the original unpublished work of the author(s) not submitted for publication elsewhere.
6. **Manuscripts should be formatted on 8 1/2" x 11" paper** with all margins of 1" and double-spaced. Font style should be Times New Roman in 12 pitch.
7. **An address for correspondence** (including Email address) should be supplied as well as a telephone and fax number at which the author(s) may be contacted.
8. **Authors undertake the responsibility** to check that the manuscript should be free of grammatical, syntax or spelling errors. The Editor reserves the right not to accept any manuscript in which excess alterations or corrections need to be made.

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From the Guest Editor



Stefanie L. Boyer

Today's business environment presents unique challenges for women in sales. While the field is rapidly changing, university educators continue to experience low enrollment for women in sales programs, and that trend is reflected in sales organizations around the world. Women are underrepresented in sales at all levels, especially VP and executive-level sales positions. The more we know about how to cultivate training programs to support women, starting in the academic classroom and following female sales leaders into executive positions, the sooner we can identify methods to help women thrive.

This special issue on Women in Sales offers insights for academics, salespeople, managers and executives on how to support, promote and inspire women.

It is rich with content from researchers examining challenges facing women and strategies for success in the classroom and in practice by Peterson and Crittenden, McKay-Nesbitt and Smith, Gilbert and Boyer, Larson and Mullen in four academic pieces. Be sure to immerse yourself in the exclusive perspective from several authors from Forrester as they unveil a myriad of challenges women face, using a variety of data in multiple studies. It provides practical advice for organizations to move forward and foster a more hospitable environment for them. Then, explore what LinkedIn has done to support women in Canada with Peesker and Lisker.

For a sure win in pedagogy, discover what Sojka, Novell and Machleit are doing in the classroom related to self-efficacy, resilience and fear of failure.

Given a pending sales and leadership gap due to retirements, layoffs, pandemic restructuring, and new sales and sales management positions becoming available, this issue is a must read.

Best to you,

Stefanie L. Boyer, Ph.D.

Guest Editor, *Journal of Selling*