

Manuscripts

1. **Articles for consideration** should be sent by email to Editor: Lukas P. Forbes, Western Kentucky University, Chandler Hall 2008, Bowling Green, KY 42103 or (preferred): Lukas.Forbes@wku.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 Western Kentucky 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 Editor



Lukas P. Forbes

Welcome to the latest issue of the *Journal of Selling*. With this issue's release, the "Home" of this journal switches from Northern Illinois to Western Kentucky University. NIU has housed this journal for over a decade under the leadership of Rob Peterson in addition to leading the transition to the new naming of the Journal with the 2016 issue.

Rob's impact on the sales profession, and this journal specifically, cannot be overstated. Under his leadership and guidance, we have seen this journal become not only more impactful in the sales business profession but also gain additional notoriety and presence within the sales academic world. As Rob moves on to the next phase of his career, well done, Rob!

Within this journal, you will see four articles focused on a variety of sales topics. It is our hope as a review team that these articles will spur additional research and thought in these topic areas. In addition, in an effort to communicate future Journals, the special issue planned under the previous editorial leadership as Issue 2, 2026 will not occur in 2026 or in the future. Our next issue will be a regular Journal, Issue 1, 2027. We are looking at future special issue topics, please direct any ideas you might have to me.

If you have read this far, we are always looking for great manuscript submissions and any sales faculty that would like to assist this journal with the review process. As all of us in the sales profession move along in our sales careers to bigger and better things, the need to add and replace reviewers has never been higher. Please reach out to me directly if the latter interests you.

Thank you!

A handwritten signature in black ink, appearing to read "Lukas P. Forbes".

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