

Organizational Frontlines Research (OFR) – AMA Pre-Conference Symposium February 9th and 10th 2023 - Nashville, TN

LOGISTICAL INFORMATION

Hotel

The OFR Pre-Conference is being held in the AMA Conference Hotel (Renaissance Nashville Hotel, 611 Commerce Street, Nashville, TN 37203).

Session Locations

All OFR academic sessions (including the Special Sessions during the AMA Conference) will be held in “Germantown II,” which is a larger room located in the events floor of the Renaissance Nashville.

The welcome reception on Thursday night will be held in the “SoBro” room located in the same general area of the hotel.

AGENDA

THURSDAY, FEBRUARY 9th

Time	Topic	Speakers
1:00 – 1:15	Introductions and Welcome	Trey Maxham (University of Virginia) & Clay Voorhees (University of Alabama)
1:15 – 2:15	Executive Perspectives on the Frontline	Presentations “Leveraging the Frontline to Create Better Customer Experiences” <u>Customer Experience Team</u> (Hilton)
		“Employing Technology for Better Customer Outcomes” <u>Serena Patel</u> (Slalom Consulting)
2:15 – 3:15	Research Presentations	Discussants Trey Maxham (University of Virginia) & Clay Voorhees (University of Alabama)
		“Online Sales Pushes: Phenomenon & Empirical Evidence” <u>Vamsi Kanuri</u> (University of Notre Dame), Johannes Habel (University of Houston), Nawar Chaker (Louisiana State University), Deva Rangarajan (IESEG School of Management), and Paolo Guenzi (Bocconi University)
		“Cultivating Resilience in Organizational Frontline Employees” <u>Valerie Good</u> (Grand Valley State University), <u>Amy Fehl</u> (Georgia Gwinnett College), Alexander LaBrecque (University of New Hampshire), and Clay Voorhees (University of Alabama)
3:15 – 3:30	Break	“Capitalizing on frontline agents’ relational capital with customers through relational identification and agent prototypicality” <u>Jeremy Wolter</u> , Dora Bock, Chris Hopkins, and Mark Gleim (Auburn University)
		Presentation “Customer–Salesperson Price Negotiations During Exceptional Demand Contractions” Claire Cardy (Karlsruhe Institute of Technology), Nawar N. Chaker (Louisiana State University), <u>Johannes Habel</u> (University of Houston), Martin Klarmann (Karlsruhe Institute of Technology), and Olaf Plotner (ESMT Berlin)
3:30 – 4:15	Frontlines in Change	Discussants Todd Arnold (Oklahoma State University) and Neal McCoy (Big Commerce)
4:15 – 5:00	Research Presentations	“Increasing Repeat Blood Donations in the Social Media Era: Bridging the Gap Between Online and Offline Behaviors” <u>Riley Krotz</u> (Texas Tech University), Stephanie Noble (University of Tennessee), Dhruv Grewal (Babson College), Carl-Philipp Anhlbom (University of Bath)
		“Performance Outcomes of Self-Promotion Acts for Marketing Boundary Spanners” <u>Sunil Singh</u> (University of Nebraska), Jagdip Singh (Case Western Reserve University), Ravi Sohi (University of Nebraska), and Avinash Malshe (University of St Thomas)
6:30 – 8:30	Joint Reception with Women in Sales Preconference	OFR/YOUNG SCHOLAR RESEARCH COMPETITION AWARD CEREMONY <i>Sponsored by Oklahoma State University and the University of Alabama</i>

7:30 – 8:00	Breakfast	Sponsored by Florida State University
8:00 – 8:10	<i>Journal of Service Research – Special Issue on Frontlines in Change</i>	<u>Detelina Marinova</u> (University of Missouri) and <u>Todd Arnold</u> (Oklahoma State University)
8:10 – 8:45	Frontlines in Change	<p>Presentation “In Search of a Theory of Organizational Frontlines” <u>Gary Bridge</u> (Former SVP Cisco / Columbia University) and Jagdip Singh (Case Western University)</p> <p>Discussants Paul Fombelle (Northeastern University) and Brian Carlson (Vanderbilt Medical Center)</p>
8:45 – 10:00	Young Scholar Finalists’ Presentations	<p>“To Sell Is (Fe)Male: How to Close the Gender Gap in Business-to-Business Sales” <u>Aline Lanzrath</u> (University of Mannheim), Christian Homburg (University of Mannheim) and Robin-Christopher Ruhnau (University of Mannheim)</p> <p>“Who said that? Giving Service Robots Source Credibility Increases Adherence to their Advice” <u>Jana Holthöwer</u> (University of Groningen), Jenny van Doorn (University of Groningen) and Stephanie M. Noble (University of Tennessee)</p> <p>“The Implications of Customer Delayed Payment for Boundary Spanners” <u>Thanh (Hans) Nguyen</u> (Oklahoma State University), Sascha Alavi (University of Bochum), Justin M. Lawrence (Oklahoma State University), Hauke A. Wetzel (University of New South Wales), Johannes Habel (University of Houston), Maik Hammerschmidt (University of Goettingen), and Todd J. Arnold (Oklahoma State University)</p> <p>“Hurting to Help: Customer Expectations about Pain in Frontline Healthcare Services” <u>Sarah Lord Ferguson</u> (Simon Fraser University) and Hope Schau (University of Arizona)</p> <p>“Frontline Resilience and Resistance: A Longitudinal, Cross-Country Analysis of Caregivers’ Narratives in the Frontlines of Pandemic-Care” <u>Doris Viengkham</u> (Macquarie University), Jagdip Singh (Case Western Reserve University), Chris Baumann (Macquarie University), Fei Guo (Macquarie University), and Kirti Sharma (Management Development Institute)</p> <p>“Multi-Tasking Incentives at the B2B Sales Frontlines: Fostering Multi-Tasking or Creating Goal Confusion?” <u>Marcel Keen</u> (University of Bochum), Sascha Alavi (University of Bochum), Martin Krämer (University of Houston), and Sebastian Hohenberg (University of Münster)</p> <p>“To Pursue or Not Pursue: An Opportunity-Level Analysis of the Determinants of Salesperson Performance” <u>Melissa Baucum</u> (University of Tennessee) and Alex R. Zablah (University of Tennessee)</p>
10:00 – 10:30	Young Scholar Breakouts	All Attendees
10:30 – 10:45	Joint Break with Women in Sales Preconference	
10:45 – 11:45	Frontlines in Change: An Executive Perspective	<p>Presentations “Leveraging Data and Digital as Customer Centric Strategy Imperatives” <u>Sherry Sanger</u> (Penske Transportation Solutions)</p> <p>“Serving Customers with Feeling AI and Feeling Data” <u>Ming-Hui Huang</u> (National Taiwan University)</p> <p>Discussants Q&A moderated by Jagdip Singh (Case Western University)</p>
11:45 – 12:00	Closing Comments and Special Session Reminder	Trey Maxham (University of Virginia) and Clay Voorhees (University of Alabama)
1:00 – 3:45	OFR/AMA WINTER SESSIONS	
1:00 – 2:15	Joint JPPM and OFR Special Session – Well-Being on the Frontlines	<p>“Understanding and Improving the Patient Experience” <u>Brian Carlson</u> (Vanderbilt University Medical Center)</p> <p>“Closing the Gap in Frontline Healthcare Inequities: Quantifying Lives Saved and Firm Revenue through Blood Donor Lifetime Value” Riley T. Krotz (Texas Tech University), <u>Jonathan M. Beck</u> (University of Kansas), and Paul A. Parker (University of Kansas)</p>

“When the Customer Journey Ends Before it Begins: Revealing and Mitigating Racial Bias and Exclusion in Financial Services”

Maura Scott (Florida State University), Sterling Bone (Utah State University), Glenn Christensen (Brigham Young University), Annelise Lederer (National Community Reinvestment Coalition), Brandon G. Christensen (University of Colorado)

“Improving Frontline Interactions with AI and Machine Learning”

Alyssa Guo (Afiniti)

2:30 – 3:45

OFR Special Session – Digital Interfaces on the Frontline

“Fostering Healthy Frontline Relationships through Technology”

Neal McCoy (Big Commerce)

“Beyond Technology and AI: Frontlines Disruptions and Opportunities”

Detelina Marinova (University of Missouri) & Jagdip Singh (Case Western Reserve University)

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