

Organizational Frontlines Research (OFR) – AMA Pre-Conference Symposium February 22nd and 23rd 2023 – St. Pete Beach, FL

LOGISTICAL INFORMATION

Hotel

The OFR Pre-Conference is being held in the AMA Conference Hotel (TradeWinds Island Grand Resort, 5500 Gulf Blvd., St Pete Beach, FL, 33706).

Session Locations

All OFR academic sessions (including the Special Sessions during the AMA Conference) will be held in “Tarpon Key”

The welcome reception on Thursday night will be held in the “Bellwether Resort, 5250 Gulf Blvd, St Pete Beach, FL 33706”

AGENDA

THURSDAY, FEBRUARY 22nd

Time	Topic	Speakers
1:00 – 1:15	Introductions and Welcome	Colleen Harmeling (Florida State University) & Clay Voorhees (University of Alabama)
1:15 – 2:15	Executive Perspectives on the Frontline	Presentations “The Evolving Workforce” Kevin McCall (Market Vice President, Kforce Inc.)
		Discussants Colleen Harmeling (Florida State University) & Clay Voorhees (University of Alabama) “How leaders can stimulate customer complaint forwarding by professionally developing and empowering employees” <u>Zofia Hartl</u> (Seeburg Castle University), Clemens Hutzinger (Seeburg Castle University), Jaywant Singh (University of Southampton), Benedetta Crisafulli (Birkbeck University of London), Wolfgang Weitzl (University of Applied Sciences Upper Austria)
2:15 – 3:15	Lightning Talks	“Exploring Racial Inequities Among Blood Donors: Quantifying Lives Saved, Donor Attrition, and Firm Revenue” <u>Riley Krotz</u> (Florida State University)
		“Minimizing Bias in Front-Line Research” <u>Lisa Scheer</u> (University of Missouri)
		“Aesthetics & Design in Retail Frontline” <u>Courtney Szocs</u> (Pennsylvania State University)
3:15 – 3:30	Break	Discussants Kevin McCall (Market Vice President, Kforce, Inc.)
3:30 – 5:00	Lightning Talks	Presentations “Navigating Frontline Employee Dilemmas Regarding Customer’s Deviant Behavior Policy Enforcement” <u>Kris Lindsey Hall</u> (Louisiana State University), Susana Jaramillo (University of Memphis), Patrick Fennell (Kennesaw State University), Melanie Lorenz (Florida Atlantic University)
		“Algorithms and Smart Technologies For Firm-Consumer Interactions” <u>Dip Biswas</u> (University of South Florida)
3:30 – 5:00	Lightning Talks	“Unintended consequences of restricting influencer-follower interactions: A platform frontline perspective” <u>Andrew Crecelius</u> (Iowa State University)
		“Great Job, Human! When Robot Feedback is Important” <u>Stephanie Noble</u> (University of Tennessee), Jana Holthower (University of Groningen), Jenny van Doorn (University of Groningen), and Jessica Barfield (University of Tennessee)
5:30 – 7:00	Dinner Reception	Discussants Todd Arnold, Oklahoma State University OFR/YOUNG SCHOLAR RESEARCH COMPETITION AWARD CEREMONY Sponsored by Arizona State University, Case Western Reserve University, Florida State University, Oklahoma State University, Texas A&M University, the University of Alabama, University of Nebraska, and the University of Virginia

7:30 – 8:00	Breakfast	Sponsored by Florida State University
8:00 – 8:10	Re-Group and Discussion of OFR Initiatives and Agenda for the Day	Colleen Harmeling (Florida State University) & Clay Voorhees (University of Alabama)
8:10 – 9:15	Young Scholar Finalists' Presentations (winner underlined)	<p>"Identifying Red Flags for Frontline Salespeople's Non-Compliance: Insight from Big Data and Machine Learning" <u>Nora Popping</u> (Ruhr University Bochum) Sascha Alavi, University of Oldenburg Maximilian Frieß, LMU Munich School of Management Christian Schmitz, Ruhr University, Bochum</p> <p>"Extended Reality in B2B Sales Processes: A Conceptualization of Extended Reality Technology Implementation Along the B2B Customer Decision Journey" <u>Janina Riether</u> (University of Mannheim) Christian Homburg, University of Mannheim Robin-Christopher M. Ruhnau, Catholic University Eichstätt-Ingolstadt</p> <p>"Almost There, But Not Quite: How Marginally Missing Sales Quotas Increase Turnover" <u>Aprit Agrawal</u> (University of Houston) Michael Ahearne, University of Houston Yashar Atefi, University of Denver Johannes Habel, University of Houston</p>
9:15 – 9:45	Young Scholar Breakouts	All Attendees (Initial Table Assignments are Provided on the Final Page of the Agenda)
9:45 – 10:00	Coffee Break	
10:00 – 11:00	Frontlines in Change: An Executive Perspective	<p>Presentations</p> <p>"The Science of Service in Healthcare" Lara Klick (Vice President of Patient Experience, Tampa General Hospital)</p> <p>"Managing the Frontline of Food Service" Tony Menendez (Owner-Operator, Chick-fil-A)</p> <p>Discussants Q&A moderated by Jagdip Singh (Case Western University)</p>
11:00 – 11:15	Closing Comments and Special Session Reminder	Colleen Harmeling (Florida State University) & Clay Voorhees (University of Alabama)
1:00 – 3:45	OFR/AMA WINTER SESSIONS	
FRIDAY 1:00 – 2:15	Resilience on the Organizational Frontline: Academic Perspectives	<p>"Unexpected Stressors in Professional Selling" Johannes Habel (University of Houston)</p> <p>"Frontline Resilience in the Face of Context Harm Crises" <u>Ela Veresiu</u> (York University), Thomas Derek Robinson (City University)</p> <p>"Frightful or Fantastic? Acceptance of Robot Interactions in Organizational Frontlines" Jenny van Doorn (University of Groningen)</p> <p>Discussants Kristen McCall (President, Advent Health) Cass Kane (Senior Director Field Sales Marketing, Monin) Michelle Alecci Tatlock (Director of Business Cards and Payments, Capital One)</p>
FRIDAY 2:30 – 3:45	Resilience on the Organizational Frontline: Executive Perspectives	<p>"Managing the Modern Donor" Kristen McCall (President, Advent Health)</p> <p>"'One Size Fits One' Service Expectations in the Hospitality Industry" Cass Kane (Senior Director Field Sales Marketing, Monin)</p> <p>"Why Technology is No Longer a Competitive Advantage"</p>

Discussants

Johannes Habel (University of Houston)
Ela Veresiu (York University)
Jenny van Doorn (University of Groningen)

Saturday, FEBRUARY 24th

“Customer Experience in the Age of AI”
Darima Fotheringham (Texas Tech University)

“Can I Touch You: The Impact of Touch on the Frontline”
Anders Gustafsson (Norwegian Business School)

SATURDAY
4:00 – 5:30

**OFR-RMSIG: Joint Special
Session**

“The Intelligent Salesperson”
Eli Jones (Texas A&M University)

“The Organizational Frontline and Public Policy: Insights for Conducting Public Policy Research”
Greg Gundlach (University of North Florida)

Discussants

Colleen Harmeling (Florida State University)
Clay Voorhees (University of Alabama)

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Young Scholar Breakout Discussions

Friday, 9:15 - 9:45 am

Breakout Information

In an effort to provide young scholars with more feedback on their presentations, we are holding a breakout session from 9:15 to 9:45. We have seeded the tables with some senior scholars and Young Scholar Alumni, but we hope everyone joins a table and contributes to the conversation.

We have added table numbers to each Young Scholars' Table, so please get up and grab a seat and join the conversation.

Presentation	Initial Discussants	Table Number
"Identifying Red Flags for Frontline Salespeople's Non-Compliance: Insight from Big Data and Machine Learning" <u>Nora Popping</u> (Ruhr University Bochum)	Mike Brady, Tom Brown, Reetika Gupta, Martin Kraemer, Lisa Scheer, Sunil Kumar Singh, Ravi Singh	1
"Extended Reality in B2B Sales Processes: A Conceptualization of Extended Reality Technology Implementation Along the B2B Customer Decision Journey" <u>Janina Riether</u> (University of Mannheim)	Linda Alkire, Deepa Chandrasekaran, Bryan Hochstein, Ming-Hui Huang, Ajay Kohli, Alan Malter, Stephanie M. Noble	2
"Almost There, But Not Quite: How Marginally Missing Sales Quotas Increase Turnover" <u>Arpit Agrawal</u> (University of Houston)	Todd Arnold, Andrew Crecelius, Jenny van Doorn, Mark Houston, Manish Kacker, Detelina Marinova, Janet Parish	3