



Organizational Frontlines Interest Group Young Scholar Research (YSR) Competition Webinar

What is the Organizational Frontlines Research Group?

Since its inception in 2015, a group of scholars from different fields of marketing and service research have held annual symposiums to advance the field of Organizational Frontlines. The field of *Organizational Frontlines* is evolving and broadly involves the *study of interactions and interfaces at the point-of-contact between an organization and its customers that promote, facilitate, or enable value creation and exchange*. The OFR group includes scholars from analytics, consumer behavior, sales, service, strategy, and retailing that share in their interest to study the frontlines.

What is the YSR Competition?

Since inception, the Organizational Frontlines Group has sponsored an annual competition for doctoral students (and young scholars) with multiple awards of \$1000 each in collaboration with leading Centers of Excellence in Analytics, Innovation, Sales and Service research. *The purpose of this competition is to foster theoretical and empirical research in this emergent area of Organizational Frontlines*. Todd Arnold (OSU) is leading the competition initiative for 2021 and Detelina Marinova (Mizzou) is Chairing the OFR symposium (virtual for 2021).

Who can apply to the Young Scholar Research Competition?

You can right now! The YSR Competition accepts work from all areas of the marketing discipline that relate to the investigation of the organizational frontline. In the past, winners have researched varied areas of marketing (see titles from previously awarded work). If you have unpublished work that you are looking for feedback and a chance to win an award, please join this webinar to find out more information!

Why should you apply to the YSR Competition?

The unique piece is that students can submit their work to get feedback and compete for the YSR award, and subsequently submit an advanced version of their work for consideration for the Frontlines-in-Change special issue of JSR (due summer 2021).

Why should you attend the YSR Competition webinar?

This year, AMA DocSIG is excited to host a webinar about the YSR Competition, in collaboration with the Organizational Frontlines Group on **Tuesday, December 8, 2020, 3:30 – 5 pm EST**.

This webinar is an opportunity for you to ask questions, meet the chairs of the YSR Competition, and gain an understanding of what is required for the competition. You will also have the opportunity to hear from past winners of the YSR Competition and learn from their experiences. Do not miss out!



Organizational Frontlines[†] Interest Group **Tentative Agenda**

Below is a tentative agenda that we plan to follow for the YSR Competition webinar. This webinar is an opportunity for you to ask questions, meet the chairs of the YSR Competition, and gain an understanding of what is required for the competition. You will also meet past winners of the YSR Competition and learn from their experiences. Do not miss out on this opportunity!

Date: Tuesday, December 8, 2020

Time: 3:30 – 5 pm EST

3:30 pm EST: Introduce the YSR Competition and Meet the Chairs

Answer the following questions

- “Is my work suitable for OFR?”
- “What exactly is the scope of the competition and does my work fit into this scope?”
- “What are the guidelines for submission?”
- “What is the timeline after submission on December 15, 2020?”
- “How do we actually go about submitting our work?”

Meet past winners of the YSR Competition:

Linda Alkire – Assistant Professor of Marketing, Texas State University

Justin Lawrence – Assistant Professor of Marketing, Oklahoma State University

- Talk about their past work
- Detail the process used for their work

Discuss the next steps of the YSR Competition

- **Webinar:** To clarify any other questions
- **Submission Deadline:** December 15th through December 31, 2020 (rolling window).
- **Submission Materials:** Further details on the information provided below
- **Applications:** Reviewed by the application committee
- **Presentation:** Winners present to OFR scholars, practitioners and journal editors at the OFR Virtual Symposium, February 18, 2021. OFR competition winners and authors will be able to revise their submission for consideration for the Frontlines-in-Change special issue of JSR (due summer 2021)

4:30 pm EST: Open for Q&A

Zoom Information:

Link: <https://latech.zoom.us/j/98387115780?pwd=cHVJajRZOVZqMmplRnhBeHpkSGFXZz09>

Password: 836347



Organizational Frontlines[†] Interest Group announces... 5th Annual Young Scholar Research (YSR) Competition Continuing the Progress Despite Disruption*

*The OF Interest Group has held a research symposium to precede the AMA Winter Educators conference for the past several years. This year, due to Covid-19 challenges, the 2021 symposium is **cancelled**. In an effort to continue to advance OF research and engage OF community in these trying times, the YSR competition will continue and the prize ceremony will be held remotely.

Submissions (15-page limit) are invited by December 15, 2020 that...

Address any topic of frontlines interest, broadly defined

Are authored or Co-authored by Doctoral Student or Assistant Professor (≤ 3 years from graduation) – if co-authored, Young Scholar must be lead researcher.

15 pages (maximum, all-inclusive), double spaced detailing research questions & significance, theory & hypotheses, research design/methodology, and (expected) results

Papers accepted for publication or at advanced stages of review (2nd, 3rd round, etc.) are not eligible.

Multiple Awards, cash prize of **\$1000 each**, and Recognition from OF community.

Finalists will be honored virtually in a recognition ceremony involving invited, prominent OF scholars.

Presentation date February 18, 2021.

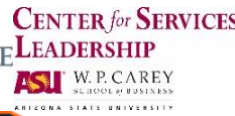
Access to OFR network to support research. Priority invitation to future OFR Symposia.

Deadline for submission: December 15, 2020 with winners notified by January 2021.

Submissions (and questions or requests for clarification) should be submitted via email to Todd Arnold at Oklahoma State University (todd.arnold@okstate.edu).

[†]Organizational Frontlines (OF) is the study of interactions and interfaces at the point-of-contact between an organization and its customers that promote, facilitate, or enable value creation and exchange. Technological advances at the intersection of frontline interactions and interfaces are disrupting how organizations connect with their customers. The purpose of this competition is to foster theoretical and empirical research in this emergent area.

Supported by... • Center for Services Leadership (ASU), • Center for Sales Excellence at the University of Nebraska, • Stephen Stagner Sales Excellence Institute at the University of Houston, • Groningen Digital Business Centre at the University of Groningen, • Center for Business Analytics, McIntire School of Commerce, University of Virginia, • Reynolds & Reynolds Sales Leadership Institute, Texas A&M University, and • Center for Sales and Service Excellence, Spears School of Business, Oklahoma State University



Young Scholar Research (YSR) Competition

Previous Winning Submissions – Title and Affiliation of Winning Young Scholar Author at Time of Submission—Winners joining Webinar in Bold®

2017

"The Ambassador Effect: A Frontline Tactic to Enhance Customer Commitment, Loyalty, and Prosocial Behavior"

Corrine Hassler – Florida State University

"The Impact of Social Networks on Sales Training Transfer and Performance"

Blake Runnalls – Michigan State University

"Email B2B Sales Negotiation: Dynamic Use of Textual Cues as Influence Strategies"

Sunil Singh – University of Missouri

2018

"Frontline Service Technology Infusion: Conceptual Archetypes and Future Research Directions"
Linda Alkire – Texas State University®

"Optimizing Frontline Shift Composition for Increased Customer Satisfaction and Firm Performance"

Amy Fehl – Oklahoma State University

"Effects of Hybrid Sales Organizations on Customer Performance"

Justin Lawrence – University of Missouri®

2019

"The Aftermarket Benefits of Frontline Employees' Transparency"

Yashar Atefi – Louisiana State University

"The Role of AI-Enabled Conversational Commerce in the Firm-Customer Interface"

Kaushik Jayaram – University of Georgia

"Selling in the Age of New Organizational Frontlines"

Mohsen Pourmassoudi – University of Houston

2020

"Organizational Agent Voice in B2B Customer Interactions"

Bitty Balducci – University of Missouri

"Hidden in Plain Sight: Consume Response to Pseudo-Secrets in Marketing"

Dafna Goor – Harvard University

"Transitioning Customers from Frontline Employees to a Digital Channel in Business Markets: a Field Study"

Irene Nahm – University of Houston