

■ **Abstract zur Einreichung: When Purchasers perceive Profiling: The Customer Perspective on Predictive Analytics in B2B Sales**

■ Predictive prospect profiling is increasingly used in direct sales to grow revenues. By using openly available social media data, tools like crystal knows create personality profiles of customers and advise sales representatives on how to approach them. However, little is known about the customer perspective on these tools. This empirical study answers the question of whether B2B decision makers perceive predictive prospect profiling as a problem and what drives this perception. The results of this study confirm that the application of prospect profiles is perceived negatively by customers. Upon noticing the usage of a personality profile, their attitudes and buying intentions decrease. This change is driven by data privacy concerns and negative ethical judgments. The study suggest that companies should consider ethical and data privacy issues when they decide whether to use predictive prospect profiles to improve sales.