EXAMINING THE ROLE OF WELL-BEING IN THE MARKETING DISCIPLINE
RESEARCH IN OCCUPATIONAL STRESS AND WELL-BEING

Series Editors: Pamela L. Perrewe and Peter D. Harms

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CONTENTS

Lists of Figures and Tables ix

About the Contributors xi

Volume Editors’ Introduction xvii

Chapter 1 Selling to All Involved: A Contingent Model Linking Internal Selling Behavior to Salesperson Role Stress and Sales Performance
Yongmei Liu 1

Chapter 2 Stress and Well-being at the Consumer–Employee Interface
Bonnie Simpson, Madelynn Stackhouse and Katherine White 27

Chapter 3 Occupational Stress and Well-being of Persuasion Agents
Andrew E. Wilson and Peter R. Darke 51

Chapter 4 Leading the Service-profit Chain: How Leaders’ Behaviors Can Affect Customer Experience
E. Kevin Kelloway and Vanessa Myers 71

Chapter 5 A Meta-analysis on Positive Psychology Correlates of Sales Performance
Lisa L. Brady, Marcus Credé, Lukas Sotola and Michael Tynan 91

Chapter 6 Customer Service Stress: A Meta-analysis of Customer Mistreatment
Maryana L. Arvan, Rachel C. Dreibelbis and Paul E. Spector 117

Chapter 7 Stress Tolerance Considerations for Sales Personnel
Michael Tapia, Kimberly S. Nei, Karen Fuhrmeister and Matthew R. Lemming 137

Index 161
LISTS OF FIGURES AND TABLES

FIGURES

Chapter 1
Fig. 1   The Conceptual Model 8

Chapter 2
Fig. 1   Model of the Stress and Well-being Customer–Employee Mirror Process 30
Fig. 2   Conceptual Model of the Customer–Employee Stress Mirroring Downward Spiral 39

Chapter 3
Fig. 1   A Conceptual Model of Agent Side Coping 53

TABLES

Chapter 5
Table 1  Description of Examined Positive Psychology Predictor Variables 104
Table 2  Meta-analytic Estimates of the Correlation between Positive Psychology Constructs and Sales Performance 106
Table 3  Test of Common-source Method Bias for Meta-analytic Relationships between Sales Performance and Adaptability 107

Chapter 6
Table 1  Meta-analysis Showing Relationships of Customer Mistreatment with Psychological Strain and Perceived Support 125
Table 2  Meta-analysis Showing Relationships of Customer Mistreatment with Behavioral Strains 125
Table 3  Comparison of Bowling and Beehr's (2006) General Mistreatment Meta-analysis with Current Customer Mistreatment Meta-analysis 126

Chapter 7
Table 1  Top Rated Sales Competencies 148
Table 2  Meta-analysis Estimates of HPI Scales for Predicting Stress-related Competencies 151
Table 3  Meta-analysis Estimates of HDS Scales for Predicting Stress-related Competencies 152
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VOLUME EDITORS’ INTRODUCTION

In the 17th volume of *Research in Occupational Stress and Well-Being*, we have seven chapters that cover topics related to stress, coping, and well-being for individuals in the field of sales and marketing. In the first chapter, Yongmei Liu develops a comprehensive conceptual model examining internal selling as a unique source of role stress for salespeople. She integrates literature from the management and marketing literature to provide the reader with both theoretical insights as well as practical guidelines for selling organizations and salespeople.

The second chapter by Bonnie Simpson, Madelynn Stackhouse, and Katherine White examines stress and well-being at the consumer–employee interface. They provide a much needed examination of the relationship between consumer behavior and stress. Further, they introduce the satisfaction mirror model and outline bi-directional influences on increased stress and depletion at the consumer–employee interface.

In the third chapter, Andrew E. Wilson and Peter R. Darke take an in-depth look at the stress and well-being of persuasion agents. Specifically, they examine the unique challenges, demands, coping strategies, and consequences for those tasked with persuading customers.

In the fourth chapter, E. Kevin Kelloway and Vanessa Myers examine the role of leaders in shaping the customer experience. Specifically, they argue that leaders who focus on promoting involvement, growth, teamwork, and health and safety create a psychologically healthy work environment for their employees which, ultimately, enhances the customer experience.

The next two chapters take on a meta-analytic approach to examining stress in the consumer industry. Lisa L. Brady, Marcus Credé, Lukas Sotola, and Michael Tynan examine the positive psychology correlates of sales performance. Findings based on data from 59 unique samples and over 14,000 salespeople demonstrate that positive psychology constructs, such as hope optimism and resilience, have moderate to strong relationship with the performance of salespeople.

The next meta-analysis is by Maryana L. Arvan, Rachel C. Dreibelbis, and Paul E. Spector and they examine customer mistreatment. They summarize 72 studies that connect mistreatment, such as abusive and rude behavior of customers toward employees with psychological, attitudinal, and behavioral strains. Their findings indicate that customer mistreatment is related to a variety of negative consequences for employees such as emotional exhaustion, emotional strain, and counterproductive work behaviors.

The final chapter by Michael Tapia, Kimberly S. Nei, Karen Fuhrmeister, and Matthew R. Lemming has a more practical and practitioner perspective. They provide insights into sales-specific coping behaviors associated with stress tolerance. We hope the practitioner perspective will be a new trend for our *Research in Occupational Stress and Well-Being* series.

Pamela L. Perrewé and Peter D. Harms
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