

**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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EDITORIAL REVIEW BOARD

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beehr1ta@cmich.edu

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USA;
cchang@msu.edu

Yitzhak Fried – Rawls College of Business, Texas Tech University, USA;
yitzhak.fried@ttu.edu

Dan Ganster – Department of Management, Colorado State University, USA;
Dan.Ganster@business.colostate.edu

Leslie Hammer – Department of Psychology, Portland State University, USA;
hammerl@pdx.edu

Russ Johnson – Department of Management, Michigan State University, USA;
johnsonr@bus.msu.edu

John Kammeyer-Mueller – Center for HR Labor Studies, University of Minnesota,
USA;
jkammeye@umn.edu

E. Kevin Kelloway – Department of Psychology, Saint Mary's University, USA;
Kevin.Kelloway@smu.ca

Jeff LePine – Department of Management, Arizona State University, USA;
Jeff.LePine@asu.edu

Paul Levy – Department of Psychology, University of Akron, USA;
pelevy@uakron.edu

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Michigan State University, USA;
schaubroeck@bus.msu.edu

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norbert.semmer@psy.unibe.ch

Sabine Sonnentag – Department of Psychology, University of Mannheim, Germany;
sonnentag@uni-mannheim.de

Paul Spector – Department of Psychology, University of South Florida, USA;
pspector@usf.edu

Lois Tetrick – Department of Psychology, George Mason University, USA;
ltetrick@gmu.edu

Mo Wang – Department of Management, University of Florida, USA;
mo.wang@warrington.ufl.edu

Editors:

Pamela L. Perrewé
Department of Management
Florida State University, USA
pperrewe@cob.fsu.edu

Peter Harms
Department of Management
University of Alabama, USA
pdharms@cba.ua.edu

RESEARCH IN OCCUPATIONAL STRESS AND
WELL-BEING VOLUME 17

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EDITED BY

PAMELA L. PERREWÉ
Florida State University, USA

PETER D. HARMS
The University of Alabama, USA



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ABOUT THE CONTRIBUTORS

Maryana L. Arvan is a Postdoctoral Scholar in Industrial -Organizational Psychology at the University of Central Florida. Her research interests include workplace mistreatment, employee overqualification, counterproductive work behavior, and measurement issues within occupational health psychology. Her work has appeared in journals such as *Journal of Applied Psychology*, *Journal of Vocational Behavior*, and *Work & Stress*.

Lisa L. Brady is a Ph.D. student in Management at the University of Alabama in Tuscaloosa, AL. Her research interests lie within the broader field of occupational health psychology and specifically include employee psychological well-being and mental health, workplace stress management and health promotion, individual differences in the stress appraisal and coping processes, and implications regarding the association between emotions and stress. She also has research interests relevant to military and veteran populations, which includes topics related to substance abuse, sexual harassment, counterproductive work behaviors, and family issues within this population. Lisa received her B.S. in Psychology from the University of Alabama and her M.S. in Industrial–Organizational Psychology from the University of Tennessee at Chattanooga.

Marcus Créde is an Assistant Professor of Psychology at Iowa State University. His research interests include the measurement of individual difference and how these are related to performance in work and academic settings, leadership, and methodological and statistical threats to the validity of inferences.

Peter R. Darke is a Professor of Marketing in the Schulich School of Business, York University, Toronto, Canada. He received his Ph.D. in Experimental Social Psychology from the University of Toronto. Broadly speaking, Peter’s research focuses on consumer behavior, especially as it relates to attitudes, judgment, and choice. Most recently his research has focused on the role of defensive suspicion in consumer judgment and responses to marketing tactics. His work has been published in premier journals in both Marketing and Psychology. Finally, he is currently serving as Associate Editor at *Business & Society* and *Journal of Consumer Research*. Previously he was an Associate Editor for *Journal of Consumer Psychology* and Marketing Area Editor for the *Canadian Journal of Administrative Sciences*, and serves on the Editorial Boards of the *Journal of Consumer Psychology* and *Journal of Retailing*.

Rachel C. Dreibelbis is a Doctoral candidate in Industrial–Organizational Psychology at the University of South Florida and a Human Capital Consultant at Booz Allen Hamilton. Her work and research focus on technology-based assessment

in selection and training, employee performance and evaluation, and cybersecurity related organizational citizenship and counterproductive work behaviors.

Karen Fuhrmeister is a Senior Client Research Consultant at Hogan Assessment Systems. In her role, she works with organizations across the globe from a wide variety of industries, including many Fortune 500 companies within the United States. Her expertise includes high-stakes selection and development, product development, assessment translation and equivalence, as well as experience working with the Hogan Coaching Network. Karen has authored or co-authored numerous papers, and she is a regular presenter at conferences across the United States, including multiple sessions at the Society for Industrial and Organizational Psychology (SIOP) annual conference. She holds a Master's degree from the University of Tulsa's Industrial and Organizational Psychology program, which was founded by Drs Robert and Joyce Hogan, and she is a member of SIOP.

Peter D. Harms received his Ph.D. from the University of Illinois at Urbana-Champaign and is currently an Associate Professor of Management at the Culverhouse College of Business at the University of Alabama, USA. His research focuses on the assessment and development of personality, leadership, and psychological well-being. Dr Harms has published over 90 journal articles and was selected as one of "100 Knowledge Leaders of Tomorrow" in 2011. He currently serves on the Scientific Advisory Board of Hogan Assessment Systems and has engaged in research partnerships with the US Army, the National Aeronautics and Space Administration, and the US Department of Labor.

E. Kevin Kelloway is the Canada Research Chair in Occupational Health Psychology and Professor of Organizational Psychology at Saint Mary's University, Halifax, Nova Scotia. A prolific researcher he is a Fellow of the Association for Psychological Science, the Canadian Psychological Association, the International Association for Applied Psychology and Society for Industrial/Organizational Psychology. His research focuses on issues related to occupational health psychology, leadership, stress and safety in organizations.

Matthew R. Lemming studied at the University of Missouri – St. Louis where he received a Master of Science degree in Industrial and Organizational Psychology. He currently works as a Senior Research Consultant at Hogan Assessments, where he supervises Hogan's client research data and information infrastructure. Prior to Hogan, Matt interned at Anheuser-Busch building structured interviews and tasks for their assessment centers. He also worked at EASI-Consult where he managed their assessment practice. In addition, Matt has extensive academic experience, first at Indiana University as part of their Admissions Selection research team. Then, he spent five years at Purdue University – West Lafayette, where he focused on key institutional research initiatives for their Graduate School. While at Purdue, he transitioned into a Strategic Data Manager role for the College of Science, working with the Dean's leadership team to transform the college using data analytics in the form of Tableau dashboards.

Yongmei Liu is an Associate Professor at the College of Business, Illinois State University. She received her Ph.D. from the Florida State University. Yongmei's research has appeared in journals such as *Academy of Management Learning and Education*, *Human Performance*, *Human Resource Management Review*, *Journal of Management*, *Journal of Organizational Behavior*, *Journal of Vocational Behavior*, *Personality and Individual Differences*, and *Personnel Psychology*. Her current research interests include emotions at the workplace, organizational politics and interpersonal relationships at work.

Vanessa Myers is completing her M.Sc. in Industrial-Organizational Psychology at Saint Mary's University, Halifax, Nova Scotia. Her current research focuses on leadership and stress in customer service environments

Kimberly S. Nei is the Manager of Client Research at Hogan Assessments, and manages the design and implementation of legally defensible assessment-based selection and development projects for Hogan's domestic and international client base. In this role, Kimberly and her team conduct hundreds of research studies annually, including criterion-related validation, validity generalization, competency mapping, and job analysis studies aimed at identifying and developing talent. Working with several Fortune 500 companies, her team has done extensive research demonstrating how personality relates to performance across all job levels, from the C-Suite to entry-level positions. Kimberly earned her Ph.D. in Industrial and Organizational Psychology from The University of Oklahoma and joined Hogan in 2013. She has authored or co-authored nearly 20 scholarly articles, and has delivered more than 20 conference presentations, both domestic and abroad.

Pamela L. Perrewé is the Robert O. Lawton Distinguished Professor, the Haywood and Betty Taylor Eminent Scholar of Business Administration, and Distinguished Research Professor at Florida State University, USA. She has focused her research interests in the areas of job stress, coping, organizational politics, emotion and personality. Dr Perrewé has published over 35 book chapters and over 140 journal articles in journals such as *Academy of Management Journal*, *Journal of Management*, *Journal of Applied Psychology*, *Organizational Behavior and Human Decision Processes*, *Journal of Organizational Behavior*, and *Personnel Psychology*. She has fellow status with Southern Management Association, the Society for Industrial and Organizational Psychology, the American Psychological Association, and the Association for Psychological Science.

Bonnie Simpson is Assistant Professor at the Department of Management and Organizational Studies, Western University, Canada where she teaches marketing research and consumer behavior. She holds a Ph.D. in Marketing from the University of Calgary, Canada, as well as a Master of Human Kinetics degree from the University of Windsor, Canada, and an undergraduate degree in Sport Management from Brock University, Canada. Her research focuses on how situational and individual differences, most often grounded in social psychology processes of social influence and self-identity, can be understood to

encourage prosocial behaviors, especially around environmental sustainability and charitable giving. In these areas her work has been published in *Journal of Consumer Research*, *Journal of Marketing*, and *Journal of Marketing Research*.

Lukas Sotola is a Graduate student at Iowa State University whose research interests include the measurement of individual differences such as personality and political beliefs and attitudes.

Paul E. Spector is a Distinguished Professor of Industrial–Organizational Psychology at the University of South Florida (USF). He holds a Courtesy Professor appointment in the Muma College of Business at USF where he teaches in the Executive Doctor of Business Administration Program. He is the Director of the USF Occupational Health Psychology Program that is part of the NIOSH-funded Sunshine Education and Research Center. He is the Associate Editor for Point/Counterpoint for *Journal of Organizational Behavior*, Associate Editor for *Work & Stress*, and is on the Editorial Board for *Journal of Occupational Health Psychology*. His research interests concern the connection between stress and occupational health and safety, including accidents and injuries, employee mistreatment, and violence.

Madelynn Stackhouse is Assistant Professor at the Bryan School of Business and Economics, University of North Carolina at Greensboro where she teaches courses in Organizational Behavior, Organizational Psychology, and Cross-Cultural Management. She holds a Ph.D. in Management from the University of Calgary, Canada, focused on Organizational Behavior. She also holds a Master of Science degree in Organizational Psychology from Manchester Business School, United Kingdom and two undergraduate degrees from University of Calgary in Psychology and Social and Cultural Anthropology. As a Scholar, Madelynn's research explores leadership in a global context, workplace interpersonal transgressions and well-being, and the moral aspects of people's work identity. She has published in outlets such as *Organizational Behavior and Human Decision Processes*, *Journal of Business Ethics*, *Risk Analysis*, and *Personality and Individual Differences*.

Michael Tapia is a Research Consultant at Hogan Assessment Systems. In his role, Michael supports domestic and international clients in conducting job analyses, validating personality-based selection solutions, interpreting personality in the context of the work environment, and conducting research in applied uses of personality assessment, including studies exploring applications in politics, sports, and tenant selection. He received a Master's degree in Industrial and Organizational Psychology from the University of Tulsa in 2015 and is currently seeking his Ph.D. Michael is a member of the Society for Industrial and Organizational Psychology.

Michael Tynan is a Doctoral student in the Department of Psychology at Iowa State University. He earned a B.S. in Psychology from Loyola University Chicago and an M.S. in Psychology from Iowa State University. He has published in the

Journal of Personality and Social Psychology and *The Leadership Quarterly*. His research interests include judgment and decision making, personality trait measurement, academic success, and professional well-being.

Katherine White is Professor of Marketing and Behavioural Science at the Sauder School of Business, University of British Columbia, Canada. She is Academic Director of the Peter P. Dhillon Centre for Business Ethics and holds a Professorship in Consumer Insights, Prosocial Consumption, and Sustainability. Kate teaches courses in consumer behavior, consumer insights, and sustainability marketing at the undergraduate, graduate, and executive levels. Kate's research focuses on how to encourage ethical, prosocial, and sustainable consumer behaviors. Kate currently serves as Associate Editor for the *Journal of Marketing Research* and is on the editorial review boards of the *Journal of Consumer Research*, the *Journal of Marketing*, and the *Journal of Consumer Psychology*. Her work has been published in *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Marketing Research* and *Journal of Consumer Psychology*.

Andrew E. Wilson is enjoying his first year as Associate Professor of Marketing at the Sawyer Business School at Suffolk University in Boston. Previously, he spent nine years as Associate Professor of Marketing at Saint Mary's College of California. Prior to his career in Academia, Andrew worked for about 15 years in industry; mostly in sales and sales management roles. In 2005, he completed his sixth successful budget year as a Sales Manager at Oracle, just prior to beginning his Ph.D. studies. Andrew's research interest is at the intersection of consumer psychology and marketing management, and has been published in the *Journal of Consumer Research*, the *Journal of the Academy of Marketing Science*, the *Journal of Retailing*, the *Journal of Supply Chain Management* and *Psychology & Marketing*. Andrew received his Ph.D. in Marketing from York University in Toronto and his M.B.A. from Santa Clara University.

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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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