

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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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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