

INTERNATIONAL SALES AND SALES MANAGEMENT: Towards an integrative model

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Introdução

International Sales and Sales Management (ISSM) is not a uniform concept due to its complexity, several disciplines scope, different levels of analysis, and multiple environments (BALDAUF; LEE, 2011). This article reflects about the ISSM evolution; the categorization based on main themes and topics (FLORES, 1994); the Resource-Based View (RBV) as the main support theory; the applied methodology; the integrative model proposition; the discussion; the conclusion and contribution; and the bibliographic references.

Problema de Pesquisa e Objetivo

The research question is: Which resources and capabilities influence the sales effectiveness and performance? The main objective is to identify the resources and capabilities in sales and sales management, and their influence in sales effectiveness and performance. The lower level objectives are: the ISSM sales models and theories review (FLAHERTY et al., 2018); group ISSM themes and topics, the categorization (FLORES, 2014); choose and describe the best theory to support the model; propose a suggestion towards an integrative model; and provide some research directions (FLAHERTY et al., 2018).

Fundamentação Teórica

The main research domain of the study is International Sales and Sales Management (ISSM), where the theory is reviewed, main themes and topics are presented, and past, present and future discussed; the main support theory is Resource-Based View (RBV) that comprises resources, capabilities and dynamic capabilities.

Discussão

The sales and sales management: integrative model is presented, the categories relationship grounded based on the ISSM theory, and also categories are discussed aligned with RBV theory

Conclusão

The ISSM, plus RBV, as well Flores (1994) methodology have made possible to create a consistent first model that considers the main themes and topics in the ISSM domain, allowing this study to reach the proposed objectives regarding the sales models and theory review, group the main ISSM themes and topics, the use of the theory for support, propose an integrative model and provide some research directions.

Referências Bibliográficas

This article has used a large group of references, bringing contemporary and seminal studies on ISSM domain and related topics, as well as RBV main authors and definitions.