

Ethical Climate and Salesperson Creativity. A moderated mediation model

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Abstract

Despite the evidence that encouraging creativity in the sales domain is a source of competitive advantage, research on salesperson creativity remains as one of the most under-researched topics in the sales literature. This paper aims to contribute to filling this research gap by exploring the influence of perceived ethical climate on salesperson creative performance, paying special attention to the role that emotions play in this process. Data provided by 176 supervisor-salesperson dyads confirm that the trust/responsibility dimension of an ethical climate is positively related to salesperson creative selling by increasing the salesperson organizational pride. Similarly, the perception of unethical selling practices negatively affects salesperson organizational pride, reducing the expression of creative behaviours. Moreover, the negative effect of unethical selling practices on creative performance is stronger (more negative) as the salesperson identification with the organization increases. Managerial implications and future research directions are also addressed.

Keywords: *Ethical climate; Creativity; Salesperson*

Track: Sales Management and Personal Selling