

# Sales Employees Perception of Work Life Balance and its importance to Organisational Performance

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## **Abstract**

**Purpose-** This paper aims to explore the boundary-spanning salespersons perception of Work Life Balance. In doing so, it aims to contribute to long-term activities in the field of Marketing that deal with the formulation, evaluation, selection, and implementation of Market-Oriented strategies. A crucial studied issue is how marketing strategy affects the performance of firms, and this research hopes to understand how companies can best meet the latent and expressed needs of their employees.

**Design/methodology/approach-** This study collected data through a qualitative approach by interviewing twenty salespeople and sales managers. **Findings –** The findings show that salespeople perceive Work Life Balance over five themes, which are interconnected and relate to the three pillars of Internal Marketing Orientation. **Research Limitations/Implications –** This paper only relies on the results from a qualitative investigation. **Practical Implications –** The findings would be relevant to both practitioners and policy-makers, in particular, to enhance and highlight the potential usefulness of implementing initiatives more directly in line with what salespeople need. **Originality/Value-** The overall aim of this research is to combine two closely related research streams, Work Life balance and Internal Marketing. This research aims to shed new light on this topic and therefore aims to make a set of vigorous and relevant policy recommendations that can help improve the employees' WLB and Organisation Performance. **Keywords –** Salespeople; Organisational Performance ; Work-Life Balance; IMO **Paper Type –** Research Paper Track - Sales Management and Personal Selling

**Subject Areas:** *Inter-organizational Collaboration, Market Orientation, Sales Force, Service Marketing*

**Track:** Sales Management and Personal Selling