

Charting the Course for Adaptive Selling: A Systematic Review and Meta-Analysis

Nivin Vinoy

Indian Institute of Management Visakhapatnam

Amit Shankar

Indian Institute of Management Visakhapatnam

Kumar Rohit

Indian Institute of Management Visakhapatnam

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Abstract

This research aims to thoroughly analyze the current body of literature concerning adaptive selling and comprehensively analyze studies already conducted in this field. To examine the changes over time, this research conducted a systematic literature review based on the TCCM framework and performed lexicometric and meta-analysis for an in-depth exploration of the literature. This study also proposes a conceptual framework to guide future research directions. For future research directions, the authors recommended exploring theories such as social cognitive theory, prospect theory, and the VAM model. Regarding characteristics-based research directions, the authors emphasized the importance of investigating themes such as digital transformation, sustainability, and gamification. Furthermore, they advocated methodological advancements, including the use of predictive analytics, AI-driven research, and longitudinal studies to enhance future research.

Keywords

Adaptive Selling, Systematic Literature Review, Meta-Analysis.

Track

Sales Management and Personal Selling