

Modelling the Implications of Perceived Family-Work on Salespeople's Job Performance

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Abstract

This study examines Family–Work Balance (FWB) among salespeople from a relational business perspective, integrating Role, Agency, and Vocational Fit theories. It conceptualises FWB as a shared responsibility between employees and management, where managers act as balancing agents. Drawing on survey data from 513 salespeople in the UK and Greece, the research models the barriers to perceived FWB—personal, behavioural, and managerial, and their effects on job satisfaction and performance. Structural equation modelling confirms that lower perceived barriers enhance FWB, which significantly improves job satisfaction and performance indicators such as sales revenue, customer retention, and productivity, while reducing turnover intention. The study advances FWB theory by extending its conceptualisation beyond individual agency to encompass managerial accountability, providing practical implications for HR and sales management in fostering well-being and sustainable performance.

Track: Sales Management and Personal Selling