

عنوان مقاله:

Job Crafting and B2B Salesperson Performance through Meaningful Work: Role-Resource Approach-Avoidance Model

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خلاصه مقاله:

The aim of the present paper is to determine influence of job crafting on B2B salesperson performance through meaningful work in banking industry. This study applies role-resource avoidance approach theory to explain how job crafting affects Business to Business salesperson outcome and behavioral performance through mediating role of meaningful work. To achieve the research objectives, research data were collected from ۱۷۵ B2B salesperson and their managers branches of four different Banks of Iran. Structural Equation Modeling was used by SmartPLS (۲) software to analyze the impact of job crafting activities on salesperson performance through mediating role of meaningful work. Results of the present study indicated that three types of job crafting activities (i.e., role-approach crafting, resource-approach crafting and role-avoidance crafting) are positively related to salespersons' selling and non-selling behavioral performance through meaningful work. The resource-avoidance activities are negatively related to salespersons' selling behavioral performance through meaningful work, but they have not scientific influence on non-selling behavioral performance. Moreover, the salesperson's both selling and non-selling behavioral performance is positively related to salesperson outcome performance. Prior quantitative studies of job crafting have focused on role orientation or resource orientation but in this study, we used role-resource avoidance approach perspective that suggested new and wide taxonomy for job crafting such work role expansion, work social expansion, work organization, adaptation, metacognition, work role reduction and withdrawal activities.

کلمات کلیدی:

Job Crafting, Meaningful Work, Salesperson Performance, Role- Resource Approach-Avoidance Theory

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