

How Do Workplace Spirituality and Organizational Citizenship Behavior influence Sales Performance of FMCG Sales Force?

Presenter: Prof. Dr. Muhammad Ehsan Malik

Dean, Faculty of Economics and Management Sciences/Director, Institute of Business Administration (IBA)/Director General, Gujranwala Campus, University of the Punjab, Lahore (Pakistan), *Email: drmalikehsan@hotmail.com, Contact # +923008455453*

Co-Author: Basharat Naeem

Lecturer at IBA, University of the Punjab, Lahore (Pakistan) & Ph.D. (Business Management) Scholar at COMSATS Institute of Information Technology (CIIT), Pakistan
Email: basharat.naeem1972@yahoo.com, Contact # +923234551589

&

Co-Author: Basit Bin Ali

Scholar of MBA (Honors) at IBA, University of the Punjab, Lahore (Pakistan)
Email: basitbinali@ymail.com, Contact # +923344556661

ABSTRACT

Personal selling, indeed, is considered as the crucial aspect for generating sales and building customer base and loyalty (Paparoidamis & Guenzi, 2009). According to Badrinarayanan and Madhavaram (2008) workplace spirituality is yet to be integrated in the frameworks of sales literature. Organizational citizenship behavior (OCB) is inevitably linked to organizational performance and profitability (Podsakoff et al., 2009). While taking the significance of sales force into consideration, the main purpose of this research is to find out whether or not organizational citizenship behaviors' (OCB) constructs (civic virtue, sportsmanship, conscientiousness and altruism) and workplace spirituality constructs (meaning at work and conditions for community) influence the FMCG sales force sales performance. Multiple regression analysis was employed on the data of 213 respondents employed in 15 FMCG companies working on managerial and non-managerial positions. The results revealed that only meaning at work, sportsmanship and altruism had significant positive impact on sales performance. Implications for management and researchers are presented.

Keywords: Workplace Spirituality, Organizational Citizenship Behavior, Sales Performance, Sales force, FMCG, Pakistan