

CONTEMPORARY DIMENSIONS OF SALES MANAGEMENT

Assoc. Prof. Vanya Grigorova, PhD

Abstract: The paper analyses changes in the factors of the macro- and micro-marketing environment that have given a new image to contemporary sales over the last two decades. It also reviews key concepts and approaches to modern sales management and contributes to the theory of sales management by designing a conceptual goal-oriented model. The model presents three levels of relations that exist between three modules of metrics – those of sales, marketing and business organisations, and function as a system. The flexibility of the model renders it universally applicable to business organisations in different sectors of the economy.

Key words: sales; sales management; sales management model; sales management metrics.

JEL: M31.

Introduction

The sales management process has been affected by new developments in contemporary marketing environment that started at the beginning of the 21st century. A number of objective structural and functional changes have taken place in economics in terms of improved e-commerce, more specific customer demand, the adoption of technological, product and sales innovations, etc. As a result, the nature and the focus of sales management have been changing, too. It is now possible to employ new conceptual approaches and models to sales management. The **main objective** of this paper is to systematize these contemporary dimensions and to suggest a new conceptual model that will contribute to the

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Handbook of Research on Effective Marketing in Contemporary Globalism Christiansen, Bryan, Yıldız, Salih, Yıldız, Emel, 2014-06-30 The 21st century has brought about many changes in the economic realm due to acceleration of globalization. The competitive landscape in numerous areas must always be reinvented to account for these changes, therefore making different marketing efforts a requirement for long-term success. The *Handbook of Research on Effective Marketing in Contemporary Globalism* provides readers with an understanding of the importance of marketing products and services across different cultures and languages in an era of high global competition. Intensified globalization, shifting demographics, and rapid innovations in technology and productivity solidify this publication's importance to scholars, practitioners, business executives, and undergraduate/graduate students.

Handbook of Research on Interdisciplinary Reflections of Contemporary Experiential Marketing Practices Akel, Gökhan, 2022-06-24 Technology has brought many innovations and changes in experiential design and experiential products and services. The digital transformations brought about by technology have led to problem-solving, creative functioning, and unique improvements along with experiences. Human digital experience interaction prevails in many areas of modern society, and in order to evaluate this interaction, a more balanced understanding of digital and experience processes is required. The *Handbook of Research on Interdisciplinary Reflections of Contemporary Experiential Marketing Practices* discusses innovative research on experiential marketing and evaluates the interdisciplinary reflections of practices from different perspectives. The book also explores how the concept of experience is developed, managed, and marketed according to current consumer needs and motivations. Covering critical topics such as experience economy and tourism experience management, this reference work is ideal for managers, marketers, hospitality professionals, academicians, practitioners, scholars, researchers, instructors, and students.

Contemporary Retail Marketing in Emerging Economies David Eshun Yawson, Fred A. Yamoah, 2022-10-11 This book highlights the development of retail marketing in developing economies and presents this sector as a major area of growth and business opportunity. With a special focus on supermarket chains, the authors show that the advancement of technology and infrastructure means that there are now increased electronic capabilities for data collection, giving retailers more opportunities to pursue micro and macro marketing strategies. The authors explain the evolution of this new era of marketing and the associated impact on all stakeholders, especially consumers. Taking the example of Ghana, which is considered a leader among African nations in the use of loyalty cards, the authors are able to set a benchmark for other emerging countries, especially those that are experiencing similar trends. The book is a valuable resource for students, researchers, and foreign companies wishing to expand their knowledge of the marketing strategies employed by emerging economies in Sub-Saharan Africa.

Contemporary Issues in Marketing Ayantunji Gbadamosi, 2019-09-02 As the landscape of marketing knowledge

changes contemporary buyers be it individuals or organisations are now more informed more demanding and crave value co creation with marketers This coupled with technological and socio cultural changes provides robust evidence that the old perspectives assumptions and practices of marketing are no longer satisfactory Contemporary Issues in Marketing is a comprehensive up to date and cutting edge resource that presents a coherent understanding of topical issues in marketing Bringing together theory and practitioners perspectives it firmly addresses the prevailing challenges in the marketing world Using vignettes on topics such as technology ethics and practitioner viewpoints this book explores the paradigm shift in marketing and developments in thoughts throughout the discipline

Contemporary Trends and Challenges in Finance

Krzysztof Jajuga, Hermann Locarek-Junge, Lucjan T. Orlowski, Karsten Staehr, 2021-06-11 This volume continues to highlight the latest research contributions presented at the annual Wroclaw conference in Finance Poland covering a wide range of topics in the field The chapters reflect the extent diversity and richness of research areas and discuss both fundamental and applied finance A detailed analysis of current financial market problems including specifics of Polish and Central European markets is also part of this volume Selected chapters also examine the results of advanced financial modeling These proceedings are a valuable resource for researchers in universities and research and policy institutions graduate students and practitioners in economics finance and international economics in both private and government institutions

Handbook of Research on Contemporary Consumerism Kaufmann, Hans Ruediger, Panni, Mohammad Fateh Ali

Khan, 2019-09-20 Societal marketing has gained widespread recognition in the marketing discipline both in academia and the professional industry The Handbook of Research on Contemporary Consumerism is an essential reference source that provides an in depth understanding on the various aspects and issues of consumerism and reveals the critical success factors and conceptual and theoretical frameworks of these concepts from recent contexts and perspectives Additionally it examines the impact of identity on marketing and branding from the consumerist perspective discusses consumerism as a source of innovation and product development and provides insights on consumerism and profitability Featuring research on topics such as circular economy digital marketing and social media this book is ideally designed for practitioners managers marketers academic researchers and students

Contemporary Marketing and Consumer Behavior John F.

Sherry, 1995-05-02 This exploration of marketing and consumer behaviour comprises original articles both theoretical and empirical and serves as a sourcebook for those interested in consumption and managerial consequences Issues discussed include elements of the marketing mix advertising and promotion relationship management managerial intervention and stakeholder response organization behaviour economic development class and gender linked consumer behaviour and the production of consumption They are examined using anthropological perspectives and methods ranging from materialistic to semiotic

State, Society and the Market in Contemporary Vietnam Hue-Tam Ho Tai, Mark Sidel, 2012-11-27 Lively debates around property access to resources legal rights and the protection of livelihoods have unfolded in Vietnam since the

economic reforms of 1986 Known as Doi Moi changing to the new these have gradually transformed the country from a socialist state to a society in which a communist party presides over a neoliberal economy By exploring the complex relationship between property the state society and the market this book demonstrates how both developmental issues and state society relations in Vietnam can be explored through the prism of property relations and property rights The essays in this collection demonstrate how negotiations over property are deeply enmeshed with dynamics of state formation and covers debates over the role of the state and its relationship to various levels of society the intrusion of global forces into the lives of marginalized communities and individuals and how community norms and standards shape and reshape national policy and laws With contributors from around the world this book will be of great interest to students and scholars of East and Southeast Asian studies including politics culture society and law as well as those interested in the role of the state and property relations more generally Contemporary Research in E-marketing Sandeep Krishnamurthy,2005-01-01

Annotation E marketing is intrinsically interdisciplinary with academic researchers in many fields conducting research in the area This book brings the work being conducted in many disciplines to one outlet encouraging cross fertilisation of ideas and greater dissemination of key research concepts **Fashion Marketing: Contemporary Issues** Tony Hines,Margaret Bruce,2012-10-12 Fashion Marketing is a book of key chapter contributions from renowned academics and practitioners that addresses many of the contemporary issues facing one of the world s largest and most global of industries With international contributions from the UK USA and China Fashion Marketing covers all of the key themes and issues of this area including forecasting sourcing supply chain management demand management new product development design management logistics range planning colour prediction market testing e commerce strategy Ideal for use on any undergraduate or postgraduate courses in Fashion Textiles Apparel and Retailing Management where there is a need to address the topic of fashion marketing this book will also serve as a useful informative and authoritative text for senior managers in the fashion marketing industries wanting to gain further understanding of current and future developments within the industry

Contemporary Marketing Strategy Rajagopal,2019-02-01 The broad foundation of this book is laid on the conceptual discussions on consumer theories and applied arguments on shifts in consumer behavior This book develops knowledge and skills on building market centric and competition oriented models Discussions in the book illustrate strategies for managing competitive market interventions through advanced marketing mix elements across nine chapters Various perspectives on innovation and technology for expanding and establishing business in competitive markets are critically reviewed in these chapters This book examines advanced marketing mix and several consumer centric strategies to co create new businesses in new markets by associating consumers Contemporary Strategic Chinese American Business Negotiations and Market Entry Steven J. Clarke,2023-01-01 This book is an effort to provide a primary source a guide for Chinese American cross cultural negotiations which has been constructed and amassed by professionals living and working in China Research

included personal interviews surveys case studies face to face negotiations and consulting melded with a broad body of international business This book that has two focuses China market entry and negotiations Both China and the United States are vast complex markets with different histories and cultures China market entry requires extensive research and understanding of the inextricably linked elements of a how business is managed in China b understanding the China market and c negotiating all elements of your China market entry and ongoing business To be successful in China your firm will face these elements in terms of explicable and solvable activities Research into data theory and perceptual cultural differences between your firm and your Chinese counterparts adds magnitude to your China overall business strategy and mandatory and essential negotiations

Contemporary Digital Transformation and Organizational Effectiveness in Business

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Breaking Down Language and Cultural Barriers Through Contemporary Global Marketing Strategies Khosrow-Pour, D.B.A., Mehdi,2019-06-14 One of the most challenging obstacles for many businesses in successfully reaching a global market stems from cultural and language barriers and the lack of a clear understanding of this issue It is critical for businesses to understand these cultural and language barriers and how to face them through effective communications and cultural sensitivity The companies that will thrive and see the most success are the ones whose employees communicate and collaborate effectively with customers suppliers and partners all over the world Breaking Down Language and Cultural Barriers Through Contemporary Global Marketing Strategies provides both empirical and theoretical research focused on ways that business professionals and organizations are breaking down cultural and language barriers integrating cultural sensitivity and implementing cross cultural management practices into their daily business practices Featuring research on topics such as origin effects consumption culture and cross cultural management managers consultants academic researchers practitioners business educators and advanced students in various disciplines will find the content within this publication to be beneficial

Contemporary Gender Transformations in South Asia

Reazul Haque,2025-06-30 Reazul Haque presents an insightful exploration into how modern gender expressions in South Asia resist traditional archetypes and adapt to contemporary social shifts

Contemporary Advances in Food Tourism

Management and Marketing Francesc Fusté-Forné,Erik Wolf,2023-02-15 This comprehensive multidisciplinary and expert led book provides insight into the most current and insightful topics within food and beverage tourism practice and research elaborated by leading researchers and practitioners in the field The relationships between food and tourism have not only

been at the core of recent tourism experiences but they are expected to be crucial in the transformation of tourism futures International in approach this book analyzes the food tourism phenomenon from supply and demand perspectives from health and politics to high touch and high tech and brings together the relevant issues that inform these contemporary advances in food tourism research and practice Providing a holistic approach to recent and future trends the book is divided into 16 carefully selected and specially commissioned chapters that discuss the significance of food tourism research the management and marketing of contemporary food and beverage experiences the role of responsibility in the production and consumption of food tourism and the anticipation of future trends in food and beverage tourism This volume combines academic research with practitioner experience allowing the authors to explore debate and analyze our industry's future challenges and solutions This book is essential reading for students and researchers with an interest in food tourism as well as practitioners

Contemporary Issues in International Business and Entrepreneurship Lasse Torkkeli, 2021-07-07

This book illustrates the impact of increasingly prominent global phenomena such as digitalisation and climate change on the international activities of both small and large multinationals As it highlights extant management research does not fully explain such emergent topics as Internet platforms digital business models and the decision making of cleantech and circular economy companies This volume serves to fill this lacuna

Corruption and Market in Contemporary China Yan

Sun, 2018-08-06 Is corruption an inevitable part of the transition to a free market economy Yan Sun here examines the ways in which market reforms in the People's Republic of China have shaped corruption since 1978 and how corruption has in turn shaped those reforms She suggests that recent corruption is largely a byproduct of post Mao reforms spurred by the economic incentives and structural opportunities in the emerging marketplace Sun finds that the steady retreat of the state has both increased mechanisms for cadre misconduct and reduced disincentives against it Chinese disciplinary offices law enforcement agencies and legal professionals compile and publish annual casebooks of economic crimes The cases processed in the Chinese penal system represent offenders from party state agencies at central and local levels as well as state firms of varying sizes and types of ownership Sun uses these casebooks to illuminate the extent and forms of corruption in the People's Republic of China Unintended and informal mechanisms arising from corruption may she finds take on a life of their own and undermine the central state's ability to implement its developmental policies discipline its staff enforce its regulatory infrastructure and fundamentally transform the economy

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