



2019 to 2024, the state of sales management research in the Latin America

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ABSTRACT: This paper aims to showcase recent advancements in scientific research within the realm of sales and sales management, with a particular focus on Latin America. The field, notably underrepresented in scientific literature, especially in the Latin American context, is critically examined in this work. The purpose is to bring to light and disseminate the key areas explored by leading researchers in this domain, offering valuable insights and recommendations for those interested in enriching the scientific discourse.

KEYWORDS: Latin America, Sales, Sales Management, Personal Selling, Literature Review.

I. INTRODUCTION

Previous studies have highlighted a gap in academic research in business and sales management, underscoring the need for comprehensive understanding across various global regions, especially emerging economies like Argentina, Brazil, and Chile (Panagopoulos et al., 2011).

Despite Latin America's potential to contribute to the global economy, the region has received

limited attention as a source of scientific development in international business and marketing (Fastoso and Whitelock, 2011). Significant findings in recent years include Sharma, A. (2016), who points out the disparity between existing theories in sales and management in developed versus emerging markets, suggesting a blend of cultural and economic factors for clearer contextualization. Uzo, U., & Adigwe, JO (2016) emphasize the limited exploration of cultural influences in buyer-seller dynamics and negotiation processes. Their study in Nigeria delves into how cultural norms, shaped by individuals and organizations, affect negotiations in emerging market economies, offering insights into the workings of informal economies.

Despite being a relatively new field, sales and marketing research, predominantly based on data from developed economies, lacks comprehensive studies in major emerging markets like the BRICS countries. Johnson, J. S., & Boeing, R. (2016) fill this gap by examining Sales and Marketing in Brazil and comparing it with other markets, both developed and emerging. Their findings contribute to a deeper understanding of this vital interface in key emerging markets.

II. EXPERIMENTATION

This review, encompassing scientific literature from early 2019 to January 2024, includes an exhaustive compilation by the Journal of Personal Selling and Sales Management, a pioneer since 1980. XXX articles focusing on international issues relevant to Latin America were identified. The results, presented in Table 1, indicate a scarcity and fragmentation of research on sales management in

Latin America, particularly on topics like self-efficacy, stress, and industrial sales executives' productivity.



Table 1

Authors	Years	Journal's name	Findings
Jananikaran, Bullemore, Valenzuela-Fernandez & Jaramillo	2019	Journal of Consumer Marketing	Selling Capabilities
Bullemore, Anlanger & Görne	2020	Revista Espacios	Cultural Influence
Bullemore & Cristóbal	2021	Información Tecnológica	Covid-19 effects in selling
Pairazamán	2019	Revista Científica de la UCSA	Sales Strategies
Bullemore	2021	Academia Letters	Sales knowledge scarcity
Bullemore	2021	Newman Business Review	Stress and Sales Management
Palomino-Tamayo, Bullemore, & Wakabayashi	2022	RBGN	Product Attributes and Sales People
Bullemore-Campbell	2023	International Journal of Professional Business Review	Covid-19 & sales skills
Aguinis & others	2020	Journal of Management	Research in Latin america
Palomino-Tamayo, Timana, & Cervino	2020	Journal of International Marketing	Firm Value
Sanchez-Riofrio, Lupton, & Rodríguez-Vásquez	2022	Management Decision	Digitalization of Sales
Hermans, & Borda Reyes	2020	Multinational Business Review	Value Creation



III. CONCLUSION

For businesses, the sales division is crucial for generating the necessary revenue and profit margins to ensure long-term viability and sustainability. Therefore, there's a growing need to develop practical knowledge to enhance the operations in this critical sector of business. Regrettably, in emerging markets, particularly in Latin America, there is a significant gap in research in this area that needs addressing.

The studies mentioned earlier clearly demonstrate the impact of cultural factors, even though not every study bases its theory on cultural aspects. The idea of using culture as a foundational element in business management and sales has been around for a long time. With the changing global economies, one might wonder how cultural aspects will evolve. The interconnectedness and globalization of today's world are likely to bring about cultural shifts, making it imperative to continue exploring these areas.

Looking ahead, we propose furthering applied research, with a particular emphasis on B2B contexts. It's essential to delve into the cultural nuances within these areas. Yet, there are still unanswered questions, such as identifying other elements that distinguish emerging economies. Another area for exploration is how sales experts and specialists can drive economic growth globally.

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