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EVALUATING THE INFLUENCE OF PERSONAL LEARNING ON SALESPERSON ROLE AMBIGUITY AND ORGANIZATIONAL COMMITMENT

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ABSTRACT

Learning facilitates changes in attitudes and behavior and these changes beseech improved performance and increased sales outcomes. Yet, given the independent nature of most sales positions, with fewer opportunities to engage with supervisors and co-workers, it is reasonable to postulate that many of the benefits of the organizational learning resources may go unrealized causing these employees to feel ill prepared and less committed to performing the duties of their job. The current study offers insight as to how ongoing efforts might produce positive energy toward the application of workplace learning thereby increasing the probability that the benefits will lead to performance outcomes that can be felt on an organizational level. Using a sample of frontline salespeople across varying industries, this study investigates personal learning, defined as the acquisition of knowledge, skills, or competencies which contribute to individual development. We evaluate changes in role ambiguity and organizational commitment as evidence of personal learning. The findings of the study reveal the effects of which may have longstanding organizational impact.

ABOUT THE AUTHORS

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