

Impact of Sales Force Automation on Product Optimization through Self-Efficacy and Techno-stress of Sales Employees in the Pharmaceutical Industry

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The aims of this review is to assess the impact of Sales force automation on product optimization through self-efficacy of sales employees in the pharmaceutical industry and explore mediating effect of technostress on the main relationship. In order to achieve the aims, a systematic review of literature was undertaken. Both theoretical and empirical literature was extracted from key data bases up to 2021 and systematically content-analyzed exploring the key words of relevance to the present aims. The key findings of the review emphasized the relevance of the Technology Acceptance Model (TAM) for explaining sales force automation, Social Cognitive Theory for sales efficacy and Transactional Theory for technostress in an increasingly automated context including sales force Management. The empirical literature review emphasized that technology adoption is a significant aspect of sales performance. Sales force automation was also inferred as a significant factor of technology adoption to improve the sales performance. Further it was emphasized that technostress as a potential mediator negatively affects the link between sales force automation and product optimization whilst the self-efficacy as a potential moderator positively affects the link between sales force automation and product optimization. Furthermore, in the pharmaceutical industry point of view, the product optimization can be explained in two different dimensions such as product development and marketing perspective. As per the review, it is possible to represent these relationships in an integrated conceptual framework and empirically validate impact of sales force automation on product optimization through self-efficacy and techno stress of sales employees in the pharmaceutical industry.

Keywords: *Product optimization, Salesforce automation, Self-efficacy, Technostress, Pharmaceutical industry*

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