The Impact of Sales Demands and Task Variety on Personal Accomplishments, a Multigroup Analysis of Gender and Mentor: An Abstract

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Abstract Multigroup or between-group analysis is a means of testing predefined data groups to determine if there are significant differences in their group-specific parameter estimates (e.g., outer weights, outer loadings, and path coefficients) (Hair et al. 2016). The ability to identify the presence or absence of multigroup differences strengthens the accuracy of the model estimate which is based on bootstrapping results for every group. Partial least squares multigroup analysis (PLS-MGA) can be instrumental in identifying variations among specified groups within the data set. The current study compares four distinct groups of sales people, females with mentors, females without mentors, males with mentors, and males without mentors using a model that investigates a salesperson's feeling of personal accomplishment and empathy on customers, as impacted by the variety and level of tasks (skill discretion) and demands (challenge and hindrance) of the sales position. The findings reveal that having a mentor influences the relationship between challenge demands and customer empathy, as well as both challenge and hindrance demands on personal accomplishments, whereas gender does not. However, skill discretion has the greatest impact on personal accomplishment and customer empathy and is not altered by gender or mentor.

References Available Upon Request

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