

Sales Control Management in Banking and the Usefulness of Emerging Technologies



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Sales Control Management in Banking

Sales Management

An operational process that implies the coordination and control of various forces with the purpose of achieving the strategic objectives.

Strategic Control

Calculating profitability, monitoring performance and gives to managers and the sales force quality data to improve or maintain the level of performance (Soukayna and Mustapha, 2020).

Emerging Technologies

Intelligent systems for performance on operational sales (Artificial Intelligence, blockchain and Internet of Things)



Aim, background & Rationale



Aim

A sales management control tool that incorporates 4 dimensions: : rewards for sales staff; sales behaviours; organisational culture; sales data and emerging technologies.



Background

PhD Research on the Romanian banking system
New developments of technology.



Rationale

Gap : how to incorporate organisational and environmental factors with the development of new technologies in baking.

Research Questions

How do we design the strategic control of sales management in a bank, using the latest technologies, to ensure performance ?

How do we reflect the characteristics of specific organisation in the assessment of performance using new technologies ?

How to reflect the characteristics of the external environment in designing the tool using newest technologies?





Research Design

Inductive Research - The interdependencies between strategy and strategic control.

Based on Muller's model (2011), we advanced the research including the control of compensations, informal control and generic strategies .

Data Collection

Document Analysis

An examination of company reports, journal recent articles and new theories related to the topic.

Focus Group

Researchers and relevant people from the banking industry will sit together and analyse new developments in terms of strategic control.



Data Analysis

Content Analysis

Based on Journal articles and papers.

Thematic Analysis

Within our research team and following the focus group.





Expected Outcomes



Strategic Sales Control System

A system is meant to influence the behaviour of the resources in implementing sales strategy.



Recommendations for banks

The study will result in a theoretic model for strategic control that could be used by banks to enhance efficacy.



Tech Tools use in the implementation

Such a system should be adapted to the elements that need to be controlled and according to their significance.

Conclusions

A tool for strategic control of sales management in banking is still very much interest.

It is of outmost importance to work with the emerging technologies and feed these with relevant data so that top management of banks could monitor, measure adjust KPIs in order to implement strategy.



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