

What is E-Selling?

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ABSTRACT

This paper conceptualizes e-selling as an activity distinct from e-commerce, e-marketing and e-retailing. In light of in-depth interviews, e-selling is observed to consist of interactive human behavior characterized by the digital spatio-temporal locus, the psychology of online persuasion and complex perceptions of utility. This warrants that human immersion is a key premise for understanding the success of e-selling. The ability to combine immersion and with sales psychologies around different value drivers is argued to represent a key challenge in the emergence, diffusion and institutionalization of e-selling.

Keywords: selling, electronic commerce, persuasive technology, influence

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