

Technical Sales and Distribution Management (TVM) research strategy

The research activities of the Technical Sales and Distribution Management programme focus on the following three programme-related areas.

- (1) Research on the digitalisation of sales:** day-to-day work in sales is changing radically as a result of digitalisation.

Three levels of digitalisation:

- The processes in companies: sales processes, internal coordination and communication.
- Products are becoming digital: in technical industries this means that products and also digital solutions which generate improved product benefits are becoming relevant to sales.
- New business models, platforms and sales systems are changing fundamental aspects of value creation and business activities.

Digitalisation is increasingly calling into question traditional organisational forms and is creating the need for interdisciplinary and transdisciplinary cooperation which cuts across hierarchies due to the inherent connections between different specialist areas. The role of sales and its effectiveness as a business function will in future bring about a need for innovative organisational and management models and new forms of cooperation in companies. Research should provide corresponding theoretical guidance and practice-oriented suggestions.

Online communication is an especially important aspect of the Technical Sales and Distribution Management degree programme, and therefore, the programme's research focusses on digitalisation in sales. Research findings are published (e.g. in working papers) and feed into teaching and teaching approaches. Research on new business models, platforms and sales systems is also planned.

- (2) Intervention research into teaching methodology:** We carry out research on courses taught on the Technical Sales and Distribution Management degree programme, which encompasses analysing and adapting current teaching approaches. A goal is also to develop innovative teaching approaches which will enhance teaching and learning in relation to requirements associated with concepts of new work. Students play an active role in these processes. The findings are published.

- (3) Intervention research on the learning organisation/internationalisation:** We investigate the organisational structure of the Technical Sales and Distribution Management degree programme and the interplay between administration, teaching, research and development in the overall context of the university. By participating in international initiatives and associations¹, we have also built up and carry out research on an international network. In doing so, we specifically intend to explore current programmes such as *ERASMUS+*, focus on the field of *New Work, New Business* and integrate industry partners. The findings are analysed and published.

¹ e.g. International Marketing Week, Virtual Teams in International Business [VIBU, <http://www.vibu.fi/>], Academic Association of Sales Engineering [AASE]