

The Need for Human Immersion in E-Selling

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For companies and perhaps more importantly for industries, establishing quality e-selling practices is the most actionable issue right now. Numerous industries including media, telecom, banking, travel, gaming and music are experiencing industry transformations. As the network society finally arrives, some might argue ten years late, digitally mediated business exchanges and transactions increase rapidly. The outcomes of the emergence of the network society, however, have rather different impacts on the general organization of economic activity across industries. One surprisingly late feature and source of industry differences is the rise of e-selling – *digitally mediated meaningful interaction directed at increasing customer value by securing a business exchange for mutual benefit.*

In this seminar, I outline a future agenda for developing and studying e-sales, and I conceptualize human interaction at the core of selling and saleswork success, and define the need for human immersion in e-selling, in particular, learning from the recent successes in e.g. artificial intelligence, virtual realities and even robotics, to create interactivity and immersion.

Dr. Petri Parvinen works as the first-ever Finnish Professor of Sales Management at the Aalto School of Economics. Aalto University, merged from the Helsinki School of Economics, Helsinki University of Technology and the University of Arts and Design in Helsinki, is a globally leading innovation-hub. Dr. Parvinen has worked with over 150 organizations, reinforcing commercial and business thinking particularly in environments where it does not spawn naturally. Dr. Parvinen continuously works as a multi-entrepreneur, a salesman, a consultant, a non-executive director and a board member internationally. He has personally founded 10 companies and is keen to share his successes and failures. In a book review, Dr. Parvinen has been pegged "an academic enfant terrible, whose uncontainable power of expression is something new and refreshing from the academic community." Dr. Parvinen holds B.Sc. and M.Sc. degrees from the London School of Economics and Political Science, the CEMS Master from LSE / Stockholm School of Economics and a Ph.D. in Strategy and International Business from the Helsinki University of Technology. Among many awards is the Junior Chamber of Commerce's The Outstanding Young Professional 2008.