

Georgia Southern University

Digital Commons@Georgia Southern

Association of Marketing Theory and Practice
Proceedings 2017

Association of Marketing Theory and Practice
Proceedings

2017

Chinese MBA Student Attitudes and Perceptions as They Relate to Personal Selling

Charles E. Pettijohn

Melissa S. Burnett

Linda S. Pettijohn

Follow this and additional works at: https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2017



Part of the [Marketing Commons](#)

This conference proceeding is brought to you for free and open access by the Association of Marketing Theory and Practice Proceedings at Digital Commons@Georgia Southern. It has been accepted for inclusion in Association of Marketing Theory and Practice Proceedings 2017 by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.

Chinese MBA Student Attitudes and Perceptions as They Relate to Personal Selling

Charles E. Pettijohn

Drury University

Melissa S. Burnett

Missouri State University

Linda S. Pettijohn

Drury University

ABSTRACT

In the United States entry-level sales positions are often filled by graduates from universities and colleges. However, a challenge faced by recruiters seeking these college graduates to fill sales positions has been that many college graduates have a negative perception of the role of the salesperson in today's economy. Thus, many businesses discover that they have to overcome the biases and stereotypes held by students as they attempt to recruit exceptional individuals into sales positions. Given the growth and size of the Chinese economy, it seems that determining how Chinese students perceive the role of sales and their attitudes toward sales careers could be significant to both businesses and academics. Based on this perception a survey designed to assess the attitudes toward personal selling was administered to 182 Chinese MBA students enrolled in graduate courses conducted in the US. The findings indicate that many of the attitudes possessed by Chinese students in terms of both the positive and negative attitudes toward sales generally reflect attitudes found in studies in other nations. The research concludes with recommendations for future studies and conclusions relevant to organizations recruiting salespeople and universities that are involved in educational activities.

ABOUT THE AUTHORS

Charles E. Pettijohn, DBA Louisiana Tech University, Associate Professor of Marketing, Drury University

Melissa S. Burnett, PhD Oklahoma State University, Professor of Marketing, Missouri State University

Linda S. Pettijohn, DBA Louisiana Tech University, Adjunct Professor of Marketing, Drury University