

AMA > | SIG

Selling & Sales Management

Despite the proliferation of university sales programs, and the growing need for PhD trained faculty to fill roles associated with these programs, few PhD students focus on sales research. One reason for this is limited access to data. The AMA Sales SIG is here to help.

2019 Call for Proposals:

The American Marketing Association's Special Interest Group in Selling and Sales Management (Sales SIG) has recently launched a global database that will provide access to professional samples of sales managers and sales representatives for academics of all experience levels. Part of this database will involve collecting periodic and repeating "state of the field" type data from around the globe to help track differences in trends across national boundaries.

However, each year based on availability, we also will also select a few scholars to have survey items for their research projects included in the survey. So if your project could benefit from multinational survey data, we invite you to submit a proposal. If selected as a "sponsored project," we will include your questions on the questionnaire the following year!

**Your
Great
Ideas** + **The Sales
SIG's Global
Database** = **Simplified Data
Collection for
Quicker Publishing!**

Two Simple Steps to Apply:

1) Create a proposal (no more than 5 pages) that details all of the following:

- Your name, institution, and PhD completion date and your adviser's name (if applicable)
- Motivation behind your research project
- Specific hypotheses to be tested
- Visual model showing your hypotheses
- Any interesting or unexpected findings you expect to encounter
- Your plan for analyzing the data
- All specific survey items you would need to capture

2) Email your proposal to amasalesig@gmail.com by June 30, 2019.

The AMA Sales SIG Global Database committee will meet within 30 days of the submission deadline to determine which projects will be sponsored. While a preference will be given to PhD students and untenured assistant professors, senior faculty are also encouraged to apply. Winners will be announced at the Summer AMA Conference.