

## **Influence of Ethnicity on Students' Sales Career Preference: Some Observations from a Developing Multi-Racial Country**

**M. Sadiq Sohail**

Department of Management & Marketing  
College of Industrial Management  
King Fahd University of Petroleum & Minerals  
PO Box 210, Dhahran 31261, Saudi Arabia  
E-mail: [ssohail@kfupm.edu.sa](mailto:ssohail@kfupm.edu.sa)

**Abstract:** Sales recruiters have been paying their attention to diversifying their sales force. In order to attract students from diverse ethnic backgrounds, companies must be aware of their preferences and perception of different sales and sales-related careers. This paper presents the results of a survey conducted to assess the influence of ethnicity on students' preferences and perceptions to sales career. To address the paucity of research undertaken in the Asia-Pacific region, as compared to Western countries, data were collected in Malaysia. Survey findings reveal that ethnicity of students generally does not influence on sales career preferences. The descriptors used by students to describe sales career are discussed. Students' preferences for various occupations were also evaluated. Further, the implications of the survey are discussed.

**Key words:**

**Reference** to this paper should be made as follows: **Sohail, S. M.**(2004). "Influence of Ethnicity in Students' Sales Career Preference: Some Observations from a Developing Multi-Racial Country" *Problems and Perspectives in Management*. Vol. 1 pp 248-256