

Student Attitudes to Careers in Sales: A Malaysian Perspective

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Abstract:

This paper examines the attitudes of university students in Malaysia to careers in selling. Empirical research was carried out in Malaysia to study the students' perceptions of and preferences for sales and sales-related careers and the factors they considered to be most/least appealing to them. The paper reports on the findings based on the analysis of data relating to 190 respondents. Empirical analysis points out academic performance generally do not influence students' perceptions of sales related careers, which is largely contrary to the findings of previous studies. The study also reveals that gender of students, too, does not affect the perception of the sales career. Other findings are also reported. Limitations of the study are highlighted and further research directions are suggested.

Key words:

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