

Student Attitudes to Careers in Sales in Australia and Malaysia: A Cross-Cultural Analysis

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Abstract: This paper examines and compares the attitudes of university students in Australia and Malaysia to careers in selling. Empirical research was carried out in both countries to study the students' attitudes to, and perceptions of, careers in sales and sales-related careers and the factors they considered to be the most appealing and least appealing in them. The paper reports on the findings of a cross-cultural analysis of data relating to 400 respondents from Australia and Malaysia. Empirical analysis points out that the academic performance of students in neither Australia nor Malaysia generally influences students' perceptions of the sales related occupations which is largely contrary to the findings of previous studies. The study also reveals that gender of students, too, does not affect the perception to the sales career. Other findings are reported. The paper discusses the implications of this. Further research directions are suggested.

Key words: Australia, Malaysia, perceptions, preferences, sales careers, student attitudes

Reference to this paper should be made as follows: **Sohail, S. M.** (2003). "Student Attitudes to Careers in Sales In Malaysia and Australia: A Cross-Cultural Analysis", *Journal of International Marketing & Marketing Research*. Vol.28 No.2 , 97-111.