

RESEARCH SPOTLIGHT BY MSU & TEXAS A&M CIBERS

Opportunities in International Sales Research: Tips and Trends

For this webinar, we invited three marketing scholars who have recently published important foundational work for the future of international marketing scholarship in the field of personal selling and sales management. Our panelists will discuss their research addressing contemporary conceptual and methodological best practices. This webinar will include short presentations followed by a discussion moderated by the co-hosts.

FEATURED SPEAKERS



Dr. Wyatt Schrock
Michigan State University

Discussion Topic

International Sales and Sales Management: Topics, Trends, and Potentially Fruitful Opportunities



Dr. Jessica Ogilvie
Marquette University

Discussion Topic

The Implications of a Shifting Sales-Service Framework on Research in International Sales



Dr. Nathan Hartmann
University of South Florida

Discussion Topic

Zooming in on and out of the Seller-Buyer Dyad to Advance Sales Theory and Practice

KEY TAKEAWAYS

- Learn the current state of the international sales literature, and areas of high future research opportunity
- Gain insights into different theoretical foundations for advancing the international sales literature
- Tips related to best practices for publishing research in the field of international personal selling and sales management

CO-HOSTED BY



Dr. Ahmet Kirca
Michigan State University



Dr. David Griffith
Texas A&M University

MONDAY, NOVEMBER 8
7:00 - 8:30 PM EST
tx.ag/CIBERTipsandtrends



International Business Center
Broad College of Business
MICHIGAN STATE UNIVERSITY



Center for
International Business Studies
MAYS BUSINESS SCHOOL