

Call for Dissertation Proposals

AMA Sales SIG/USCA

Doctoral Dissertation Proposal Competition

The AMA Sales SIG is pleased to announce its 2022 Doctoral Dissertation Proposal Competition sponsored by the University Sales Center Alliance (USCA). This dissertation proposal competition is held annually and recognizes the best doctoral dissertation proposals in selling and sales management. Through this *Call for Dissertation Proposals*, we seek proposals relevant to sales research, theory, and practice.

Award Information

Two awards of \$1,000 each will be awarded to the best proposals. These awards are made possible thanks to the support of the USCA. The USCA is a consortium of sales centers located in universities throughout the United States dedicated to advancing the sales profession through teaching, research, and outreach. Award winners may be asked to virtually present their research to USCA members. For more information on the USCA, you can visit their website at: www.universitysalescenteralliance.org

Award Committee

Dissertation proposals will be reviewed by a panel of marketing and sales academics, and the winners will be selected by members of the committee.

Application Eligibility Criteria

Any PhD or DBA student is eligible to participate in this competition, provided that their sales-related dissertation proposal meets the following eligibility criteria:

- The candidate is registered at an accredited AACSB university to receive the degree of PhD or DBA in business or marketing.
- The candidate's Chair certifies that the proposal for the dissertation has been approved by the candidate's committee, school, or university by November 1, 2021.
- The candidate's Chair certifies that the dissertation will not be completed by December 31, 2021.
- The dissertation has not previously won an AMA Sales SIG dissertation award.

Submission Information

The submitted proposal must not exceed a maximum length of five (5) double-spaced pages including tables, exhibits, and references. The problem statement, relevant theory that addresses

the problem, hypothesis to be tested, methodology to be employed, and research model need to be clearly stated and substantiated in the proposal. For blind reviewing purposes, any identifying information from the proposal itself should be omitted. A separate document containing the entrant's name and contact information, title of the dissertation, contact information for the entrant's thesis advisor/chair, and names of all the committee members needs to be provided. When submitting a proposal, please use the subject line "Sales SIG Dissertation Proposal Competition." **To receive full consideration, submission materials should be e-mailed to Dr. Scott Friend at friendsb@miamioh.edu no later than December 16, 2021.**

Evaluation Criteria

The committee evaluating the submissions will use the following criteria to judge sales-related dissertation proposals:

- a. Problem Importance
- b. Likely theoretical contribution and/or advances in sales research
- c. Likely contribution to sales and marketing practice
- d. Appropriateness of methodology/research design

The winner(s) are expected to be announced January 2022.

Responsibility of Award Recipients

Award recipients will attend the Sales SIG reception to accept their award, as part of the 2022 AMA Winter Academic Conference in Las Vegas, NV, February 18-20.

For any further questions and information regarding the submission of proposals, please contact: Dr. Scott Friend (AMA Sales SIG Vice-Chair of Recognition and Awards) at friendsb@miamioh.edu.

