

# Call for Dissertation Proposals

## AMA Sales SIG/USCA

### Doctoral Dissertation Proposal Competition

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The AMA Sales SIG is pleased to announce its 2025 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 across the world 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](http://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:

- 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, 2024.
- The candidate's Chair certifies that the dissertation will not be completed by December 31, 2024.
- 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." **Submission materials should be e-mailed to Dr. Eric Swan at [eric\\_swan@baylor.edu](mailto:eric_swan@baylor.edu) no later than **December 15, 2024** to receive full consideration.**

### **Evaluation Criteria**

The committee evaluating the submissions will use the following criteria to judge the 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 by January 15, 2025.

### **Responsibility of Award Recipients**

Awards will be given out during the 2025 AMA Winter Academic Conference in Phoenix, Arizona.

For any further questions and information regarding the submission of proposals, please contact: Dr. Eric Swan, AMA Sales SIG Vice-Chair of Recognition and Awards, at [eric\\_swan@baylor.edu](mailto:eric_swan@baylor.edu).