

SRCC Applicant / Attendee Profile Questions



INSTRUCTIONS: Please answer the three questions below with as much detail and as earnestly as possible. Try and keep the total response (across all three questions) to less than 1,500 words. When complete, save the completed PDF and email it along with a current Curriculum Vitae (CV) to: srcc@utc.edu . Please don't forget to email both your completed application and your CV!

Question 1: Describe why you are primarily interested in Sales Research (within the larger domain of Marketing Strategy)? When did you first become interested in Sales Research topics, and what was the impetus driving this?

Question 2: Please describe your research interests in terms of Sales Research? Focus more on topics, research themes, research questions and problems – rather than citing specific publications or working papers, etc. (Bullet form or a numbered list may make sense here).

Question 3: Why is attending the Fall '22 SRCC important to your career?