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ABSTRACT

In the United States entry-level sales positions are often filled by graduates from universities and colleges. However, a challenge faced by recruiters seeking these college graduates to fill sales positions has been that many college graduates have a negative perception of the role of the salesperson in today's economy. Thus, many businesses discover that they have to overcome the biases and stereotypes held by students as they attempt to recruit exceptional individuals into sales positions. Given the growth and size of the Chinese economy, it seems that determining how Chinese students perceive the role of sales and their attitudes toward sales careers could be significant to both businesses and academics. Based on this perception a survey designed to assess the attitudes toward personal selling was administered to 182 Chinese MBA students enrolled in graduate courses conducted in the US. The findings indicate that many of the attitudes possessed by Chinese students in terms of both the positive and negative attitudes toward sales generally reflect attitudes found in studies in other nations. The research concludes with recommendations for future studies and conclusions relevant to organizations recruiting salespeople and universities that are involved in educational activities.

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