Communication Competence in the Direct Selling Process: Multiple Case Studies of Malaysian Direct Sellers

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Abstract
This project will be research the phenomenon of communication competence in direct selling process among Malaysian direct sellers. The goals of the research are to study how direct sellers and their buyers conceptualise communication competence in the context of direct selling, to interpret the impact of culture/ethnicity upon the direct selling process, to identify direct sellers' communication competence related to the effectiveness and successfulness in direct selling, and to develop a model of communication competence on direct selling process for Malaysian direct sellers. Multiple case studies are designed for this study, and the multiple methods that will be utilised for collecting data are interviews, observations, and a survey.

Presenter: Nuredayu Omar