

COMMERCIAL GRAIN MERCHANTISERS: INTEREST IN PROFESSIONAL DEVELOPMENT

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Abstract

Little information exists on grain merchandisers, their characteristics, and the skills needed to be successful. This research contributes toward filling this gap. A summary of survey responses from 230 experienced grain merchandisers quantifies personal characteristics, skills perceived as important, and desire for executive education. Parametric analyses identify factors contributing to merchandisers' salaries and their interest in establishing a certification process. Interestingly, experience but not formal education significantly enhances salaries.

Keywords: grain merchandiser, marketing, (executive) education, certification