

Oral Defense Announcement

University of Missouri – St. Louis Graduate School

An oral examination in defense of the dissertation for the degree
Doctor of Business Administration with an emphasis in Marketing

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MBA, Northwest Missouri State University, 2002
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Losing Face-to-Face Relationship Selling in a Digital World: An Empirical Investigation of Relationship Selling in the Independent Insurance Agency

Date: July 21st, 2023
Time: 10:00 am to 11:30 am
Place: Remote

Abstract

Over the past 20 years, our economy has transformed into a service-based economy as opposed to the previous industrial-based economy. The service industry is growing and is rapidly becoming one of the primary sectors of our economy. Relationship Selling is crucial to the service industry, especially the property and casualty insurance market because it involves complex, highly intangible services. Even though consumers are using the Internet before reaching out to an insurance agent, which does not mean relationship selling is unnecessary. With a complex product like property and casualty insurance, relationship selling is crucial to grasp what consumers truly need and understand. This dissertation aims to examine the impact of relationship marketing orientation, relationship selling, and the relationship sales cycle involved in the process. My goal is to find gaps in the current literature and answer the following question: can relationship selling in the independent insurance agency create a competitive advantage and increase customer satisfaction and loyalty in a digital world?

Defense of Dissertation Committee

Dr. Gerald Gao, Ph.D. - Chairperson
Committee Member 1 Ju, Min, Ph.D.
Committee Member 2 Pathak, Seemantini, Ph.D.