



Faculty / Academic Staff

FORUM

Spring 2023 Series

A Multinational Study of the Relationship Between Independent Manufacturers' Representatives and Their Principals



Trond Bergestuen

Management and Marketing

Wednesday

March 29, 2023

12:10 - 12:50 p.m.

CETL (VLL 1142)

[Click here for livestream](#)

Dr. Bergestuen in collaboration with the International United Commercial Agents and Brokers surveyed independent manufacturers' representatives (IMRs) in Europe and the USA. Almost 2,000 IMRs responded to the survey, making it the most extensive survey of IMRs ever conducted and the first multinational survey focusing on IMRs. The objective of this research was to explore key variables that affect the relationship between commercial agents and their principals and make these relationships successful, and identify similarities and differences in the way the IMR role is executed in different countries.