



Walking Your Talk: Importance-Performance Analysis For Future Golf Professionals

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Abstract

Students enrolled in the Wall College of Business at Coastal Carolina University, including students in the Professional Golf Management program, surveyed members of the Professional Golf Association (PGA) to assess the opportunities and challenges of the golf business. By including both measures of importance and performance, researchers can assess whether items/groups of most importance are receiving the anticipated attention/effort. This technique, known as Importance-Performance Analysis, is outlined as a demonstration project for other institutions seeking to assess and model practitioner performance to students hoping to fulfill similar roles in the future.

Please contact the authors if you have any questions or wish to obtain a copy of the paper.