

**Title:** Recruiting Long Haul Truck Drivers

**Description:**

This research will identify what is important to the different segments of truck drivers, and allowing trucking companies to better target qualified drivers in their recruitment advertising efforts. With the need for qualified drivers nationwide, findings from this study have significant implications for transportation companies across the country competing for drivers. In particular, because the Memphis Metropolitan area is a hub of activity for logistics and supply chain management, there are significant local implications as well.

**Start Date:** 2011/6/1

**End Date:** 2012/5/30

**Funding Source:** The Center for Advanced Intermodal Technologies (CAIT)

**Sponsor Organization:** University of Memphis, Center for Advanced Intermodal Technologies, 3815 Central Avenue, Memphis, TN 38152-3370

**Performing Organization:** University of Memphis, Center for Advanced Intermodal Technologies, 3815 Central Avenue, Memphis, TN 38152-3370

**Principal Investigator:** [Stafford, Marla](#); Phone: (901) 678-2499, Fax: (901)678-4051