



**PREPARING GRADUATE STUDENTS
TO BECOME PRODUCTIVE
SCHOLARS AT LEADING
UNIVERSITIES.**

**The Eli Broad
Graduate School
of Management**

**PhD Program in
Marketing**

(Revised December 2021)

Why Ph.D. in Marketing at MSU?

Our Ph.D. program offers a world-class faculty **PUBLISHING** in the field's leading journals.

Our Ph.D. program offers a long history of **STUDENT-FACULTY RESEARCH COLLABORATIONS**.

Our Ph.D. program offers a diverse portfolio of **EXPERTISE AREAS**, including Marketing Strategy, International Marketing, Consumer Behavior, Customer Experience, and Relationship Marketing.

Student life at MSU in East Lansing offers **AFFORDABLE LIVING** in a fun and family-friendly atmosphere with a variety of attractions.

Our Ph.D. program offers a strong record of **ACADEMIC PLACEMENTS** at research universities.

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Academic Rigor

The doctoral degree in Marketing requires:

- **A minimum of 39 semester credit hours of coursework**
 - 15 in major field of concentration (Marketing)
 - 12 in research methods
 - 12 in electives in supporting areas
- **At least 24 credits of dissertation research**
- **Summer research paper**
- **Second year comprehensive paper**
- **Dissertation**



Potential Supporting Areas Include:

International Business	Psychology
Strategy	Organizational Behavior
Econometrics	Supply Chain Management
Economics	Finance

For details about the marketing doctoral program at MSU:

<https://broad.msu.edu/phd/marketing>

MARKETING COURSES

Seminar in Marketing Theory

Seminar in Marketing Strategy

Seminar in Consumer Behavior

Seminar in Decision-Making in Marketing

RESEARCH METHODS COURSES

Statistical Models in Marketing

Seminar in Organizational Research Methods

Econometrics

Advanced Econometrics

COURSES IN SUPPORTING AREAS

International Business Theory

Management Strategy

Network Analysis

Experimental Design

Marketing Program Faculty and Research Interests

SUMAN BASUROY

Professor and Chairperson

Marketing of Cultural Products (e.g., Movies, Fashion, Video Games), Product Innovation and New Product Development, Crowdsourcing Retailing, Empirical Models Game Theory

FORREST CARTER

Associate Professor

The role of marketing in economic development for urban and minority communities, impact of marketing on economic growth and quality of life.

SUNG HAM

Assistant Professor

Managerial and behavioral aspects of marketing strategy with a focus on sales force management and empirical/analytical modeling.

GILBERT HARRELL

Professor

Strategic marketing management, business-to-business marketing, and sales strategies.

G. TOMAS M. HULT

Professor

International business, marketing strategy, strategic management, supply chain management.

FARNOOSH KHODAKARAMI

Assistant Professor

Customer relationship management, customer loyalty, social media, and non-profit marketing.

AHMET H. KIRCA

Associate Professor

International business, global marketing, marketing strategy, strategic orientations and return on marketing investments.

FORREST MORGESON

Assistant Professor

Customer satisfaction and customer experience measurement and management, marketing research.

HANG NGUYEN

Associate Professor

Brand strategies, social media, return on marketing investments and product innovation

ANITA PANSARI

Assistant Professor

Customer and employee engagement, customer lifetime value and data mining

HANYONG PARK

Assistant Professor

Consumer behavior with a focus on behavioral pricing, numerical information processing and scarcity.

JORGE PENA MARIN

Assistant Professor

Consumer and managerial decision-making, estimates and decision-making, numerical information and artificial intelligence.

AYALLA RUVIO

Associate Professor

Identity and consumption, material vs. experiential consumption, cross-cultural consumer behavior, and innovativeness.

WYATT A. SCHROCK

Assistant Professor

Salesperson motivation, persuasion and sales manager leadership, and international sales

RICHARD SPRENG

Associate Professor

Customer satisfaction, service quality, and cross-cultural consumer behavior models.

BRENDA STERNQUIST

Professor

International business, retail internationalization, comparative dimensions of retail systems and cross-cultural buyer-seller relationships

DALE R. WILSON

Professor

Marketing research and modeling, integrated marketing communications, brand management, marketing strategy.

Recent Publications of Marketing Program Faculty

Allen, B.J., Richard T. Gretz, Mark B. Houston and **Suman Basuroy** (forthcoming), "Halo or Cannibalization? How New Software Entrants Impact Sales of Incumbent Software in Platform Markets," *Journal of Marketing*.

Park, Hanyong and JaeHwan Kwon (forthcoming). "The Numerical Precision Effect: How Precision of Attribute Information Affects Adoption of Technology Products," *Journal of Consumer Psychology*.

Ham, Sung H., Ingrid Koch, Noah Lim and Jiabin Wu (forthcoming), "Conflict of Interest in Third-Party Reviews: An Experimental Study," *Management Science*.

Nguyen, Hang and Hui Feng (2021), "Antecedents and Financial Impacts of Building Brand Love," *International Journal of Research in Marketing*, 38(3), 572-592.

Bagozzi, Richard, **Ayalla Ruvio** and Chunyan Xie (2020). "The Material Self," *International Journal of Research in Marketing*, 37(4), 661-677.

Morgeson III, Forrest V., G. Tomas M. Hult, Sunil Mithas, Timothy L. Keiningham and Claes Fornell (2020). "Turning Complaining Customers into Loyal Customers: Moderators of the Complaint Handling – Customer Loyalty Relationship," *Journal of Marketing*, 84(5), 79-99.

Nguyen, Hang, Roger Calantone, and Ranjani Krishnan (2020), "Influence of Social Media Emotional Word of Mouth on Institutional Investors' Decisions and Firm Value," *Management Science*, Vol. 66(2), 887-910.

Park, Hanyong, Ashok K. Lalwani, and David H. Silvera (2020), "The Impact of Resource Scarcity on Price-Quality Judgments," *Journal of Consumer Research*, 46(6), 1110-1124.

Ruvio, Ayalla, Richard P. Bagozzi, **G. Tomas M. Hult, Richard A. Spreng** (2020), "Consumer Arrogance and Word-of-Mouth," *Journal of the Academy of Marketing Science*, 48, 1116-1137.

Recent Publications with Current and Former Ph.D. Students

Zhang, Yufei, Clay M. Voorhees, Chen Lin, Jeongwen Chiang, G., **Tomas M. Hult** and **Roger J. Calantone** (forthcoming), "Information Search and Product Returns Across Mobile and Traditional Online Channels," *Journal of Retailing*.

Valerie Good, Douglas E. Hughes, **Ahmet H. Kirca**, **Sean McGrath** (Forthcoming), "A Self-Determination Theory-Based Meta-Analysis on the Differential Effects of Intrinsic and Extrinsic Motivation on Salesperson Performance," *Journal of the Academy of Marketing Science*.

Schrock, Wyatt A., Douglas E. Hughes, **Yanhui Zhao**, Clay Voorhees and John R. Hollenbeck (2021), "Self-Oriented Competitiveness in Salespeople: Sales Management Implications," *Journal of the Academy of Marketing Science*, 49, 1201-1221.

Kirca, Ahmet H., **Praneet Randava**, **Berk M. Talay**, and **Billur M. Akdeniz** (2020), "The Interactive Effects of Product and Brand Portfolio Strategies on Brand Performance: Longitudinal Evidence from the U.S. Automotive Industry," *International Journal of Research in Marketing*, 37(2), 421-439.

Zhao, Yanhui, **Yufei Zheng**, Feng Wang, **Wyatt Schrock**, and **Roger Calantone** (2020), "Brand Relevance and the Effects of Product Proliferation across Product Categories," *Journal of the Academy of Marketing Science*, 48, 1192-1210.

Hult, G. Tomas M., Pratyush N. Sharma, **Forrest V. Morgeson III**, and **Yufei Zhang** (2019), "Antecedents and Consequences of Customer Satisfaction: Do They Differ Across Online and Offline Purchases?" *Journal of Retailing*, 95(1), 10-23.

Hughes, Douglas E., Keith A. Richards, **Roger Calantone**, **Brian Baldus** and **Richard A. Spreng** (2019), "Driving In-Role and Extra-Role Brand Performance among Retail Frontline Salespeople: Antecedents and the Moderating Role of Customer Orientation," *Journal of Retailing*, 95(2), 130 – 143.

Nguyen, Hang and **Malika Chaudhuri** (2019), "Making New Products Go Viral and Succeed," *International Journal of Research in Marketing*, 36(1), 39-62.

Recent Ph.D. Program Placements

Alex Labrecque – University of New Hampshire (2021)

Shana Redd – University of Nebraska-Omaha (2021)

Xiaoyun Zheng – Dongbei University (STHM-DUFE) (2021)

Jonathan Beck – University of Kansas (2019)

Valerie Good – Grand Valley State University (2019)

Yufei Zhang – University of Alabama-Birmingham (2018)

Feng Wang – Bentley University (2018)

Blake Runnalls – University of Nebraska (2017)

Pinar Kecec-Runnalls – University of Nebraska (2017)

Wyatt Schrock – West Virginia University (2016)

Yanhui Zhao – University of Nebraska-Omaha (2016)

Hannah Lee – Miami University (Ohio) (2014)

Tereza Dean – University of Kentucky (2012)

Jessica Hoppner – George Mason University (2010)

Jeannette Mena – University of Mississippi (2010)

Billur Akdeniz – University of New Hampshire (2009)

Michael Stanko – North Carolina State University (2008)

Berk Talay – HEC Montreal (2008)

Featured MSU Marketing Ph.D. Program Alumni

Matthew B. Myers, Ph.D.

Dean of Edwin L. Cox School of Business
Tolleson Chair in Business Leadership
David B. Miller Endowed Professor
Cox School of Business, Southern Methodist University

Daekwan Kim, Ph.D.

Professor of Marketing and International Business
College of Business, Florida State University
Senior Editor: *International Business Review*
Associate Editor: *Decision Sciences Journal*

Mitzi Montoya, Ph.D.

Dean and Professor, Anderson School of Management, University of New Mexico
Previously: Zelnak Professor of Marketing & Innovation, Poole College of Management, North Carolina State University
Dean and Professor, College of Technology & Innovation, Arizona State University
Vice President and University Dean of Entrepreneurship, Vice Provost of the Polytechnic Campus, Arizona State University
Sara Hart Kimball Dean, College of Business, Oregon State University

Shen Yenyurt, Ph.D.

Dean's Research Professor
Marketing Department Chair
Rutgers Business School, Rutgers University
Previously: Professor (Tenured) of Marketing
Chancellor's Scholar
Rutgers Business School, Rutgers University
Editor in Chief: *Rutgers Business Review*

Shaoming Zou, Ph.D.

Robert J. Trulaske, Sr. Professor
Professor of Marketing and International Business
Trulaske College of Business, University of Missouri
Series Editor: *Advances in International Marketing*
Former Department Editor and Consulting Editor: *Journal of International Business Studies*
Excellence in Global Marketing Research Award (2003, 2012)
American Marketing Association Global Marketing SIG

Admissions and Funding

The Eli Broad Graduate School of Management recommends applying before December 15th for full consideration. The Marketing PhD program requires a strong GMAT score in addition to a completed application and fee. International students are required to take the TOEFL (Test of English as a Foreign Language).

All applicants to the Eli Broad Graduate School of Management Marketing PhD Program will be considered for funding through research/teaching assistantships or fellowships. These scholarships are highly competitive and are based primarily on dissertation support or academic performance. Students receiving aid will also be awarded in-state tuition and student health benefits.

For more program information please see:

<http://broad.msu.edu/marketing/phd>



For program inquiries please contact:

**Dr. Ahmet H. Kirca or
Dr. Suman Basuroy,
Co-Directors**

**Doctoral Program in Marketing
Department of Marketing
The Eli Broad Graduate School of
Management**

MSU

Email:

**kirca@msu.edu
basuroys@msu.edu**

Life in East Lansing

Students can enjoy living in an affordable, fun and family-friendly atmosphere with a variety of attractions here in East Lansing. The city boasts highly rated public schools as well as a number of community and recreation events. While East Lansing is part of a metropolitan area of over 500,000 people, its population of over 50,000 people provides a college town atmosphere and the benefits of a city without feeling overwhelmed. In addition, East Lansing is located less than two hours from Michigan's shorelines to the east and west, a little more than one hour from the Metro Detroit area and from Detroit International Airport.



For more information
<https://www.cityofeastlansing.com>



MSU's Campus is home to 5,000 acres with natural scenery providing seasonal enjoyment throughout the year. As a student, you will have access to:

- Workout Facilities
- The MSU Museum
- The Wharton Center for Performing Arts
- And many more attractions!

In addition, the Broad school is centrally located within walking distance to:

- Spartan Stadium
- The Beaumont Tower
- The MSU Botanical Gardens
- The MSU Dairy Store
- Downtown East Lansing

With such a great location, the opportunities for entertainment are endless!