



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

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# Marketing Program Faculty and Research Interests

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**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

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**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.

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**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

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**DALE R. WILSON**

Professor

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

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## 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 Kekec-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 9<sup>th</sup> 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](mailto:kirca@msu.edu)  
[basuroys@msu.edu](mailto: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!