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**A Place for You at MSU Broad College of Business**
Synonymous With Excellence

From our acclaimed faculty and students to the impact they make, MSU Broad College of Business is a name well known across the United States. The research conducted at the college consistently tops the rankings, making Broad a leader in business innovation and problem solving. Our full-time MBA and undergraduate programs both rank among the top 20 U.S. public business schools across all major ranking services.

BROAD NO. 1 RANKINGS:

• supply chain management (SCM) and SCM publications in empirically focused journals
• B2B marketing research productivity
• percentage increase on pre-MBA salary
• master’s program in marketing research
• management research in top scholarly journals

These are only some examples of MSU Broad’s leadership in business.

Visit broad.msu.edu/rankings for more top rankings of Broad programs.
LEADERS OF TODAY CULTIVATE THE LEADERS OF TOMORROW

We realize that you, as an MSU Broad College of Business doctoral student, are the future of business. As a result, faculty–student collaboration is the bedrock of research culture at MSU Broad. Doctoral students aren’t just treated like students — they’re treated like future colleagues.

Faculty and students develop close-knit relationships as they tackle interesting research projects together, coauthor substantial papers, and pursue answers to the business world’s greatest questions.

Our Scholar in Residence program attracts top academics from around the world to study, research, and teach here at MSU Broad College. The result is a dynamic, welcoming environment that produces innovative work and establishes lifelong connections between professors and students.

WORLD-CLASS RESEARCH IN WORLD-CLASS FACILITIES

Prepare to launch into research projects almost as soon as you start your doctoral program. You’ll work right beside our faculty — thought leaders and experts with a diverse array of experiences, perspectives, and methods. To top it off, MSU Broad College’s advanced facilities will be your home.

The Edward J. Minskoff Pavilion is a beautiful, state-of-the-art 100,000-square-foot complex that houses various labs for dynamic learning and research at MSU Broad College. Look no further for a flexible, cutting-edge environment for you to conduct research and complete your studies.

BROAD BEHAVIOR AND DECISION SCIENCE LAB

The Behavior and Decision Science Lab is designed for a range of behavioral and decision-making research relevant to organizations, including topics such as managerial decision making, consumer behavior, and behavioral economics. The facility has 23 individual computer stations for experimental research focused on individuals or virtual teams; a flexible space used for presentations, small-group studies, or as a mock retail environment, and two small breakout rooms used for interviews or small-group studies. The lab is also outfitted with cameras, large-screen monitors, and a refrigerator and freezer for biological specimens.

FINANCIAL ANALYSIS LAB

The Financial Analysis Lab provides the opportunity for hands-on training in financial modeling and valuation. Its hardware and software not only emulate a real trading room but also enable a dynamic instructional setting. The lab is equipped with dual-screen computers and a number of Bloomberg terminals for students to use in research and analysis.

KESSELER TEAM LEADERSHIP LAB

The Kesseler Team Leadership Lab is a brand-new facility specifically designed for conducting research on teams and multiteam systems. This space has two large rooms that can be partitioned with walls so that teams within those rooms can be run as standalone teams or multiteam systems. Thus, the facility is uniquely designed to address the types of research questions posed by the multiteam systems literature.

SUPPLY CHAIN/LOGISTICS LAB

Though we offer a specialization in Logistics (Operations Management & Procurement), unlike other programs, we recognize the interplay among all elements of the full supply chain system, including logistics and operations management and procurement. Therefore, all students are exposed to each area, allowing for cross-fertilization of ideas and research that crosses the boundaries created in other programs.

PRESTIGIOUS PLACEMENTS ANYWHERE

As a doctoral student in a nationally recognized business college at an R1 research university, you’ll be primed for placement at renowned research institutions across the country and around the globe. Our past students have become leaders of their business programs, editors of esteemed journals, and commonly cited researchers in their disciplines.

MSU Broad College is the springboard that will launch you into an impactful career in academia and research.

DIVERSITY AS THE BASIS FOR INNOVATION

The MSU Broad College of Business remains committed to fostering a welcoming, diverse environment for doctoral students of all backgrounds to unite in the common pursuit of knowledge, research, and collaboration. Differing perspectives enable comprehensive solutions to modern business problems, creating forceful, long-lasting solutions as a result.

In 2020, our 62 doctoral students spanned eight nationalities, and 60% of them joined MSU Broad College from outside of the United States. They hailed from Canada, China, India, Saudi Arabia, Serbia, South Korea, and Ukraine.

In-State — 15%
International — 58%
Out-of-State — 27%

U.S. Citizens — 39%
Noncitizens — 58%
Permanent Residents — 3%

Women — 42%
Men — 58%

TUITION’S ON US

You don’t pay a single cent of tuition as a doctoral student at MSU Broad College — it is 100% covered. In addition, we offer free health care and provide a competitive stipend to keep you supported throughout your program. Upon graduation, our students are positioned for six-figure salaries that have ranged up to $320,000, depending on the field of study.

Discover more about MSU Broad College’s doctoral programs at broad.msu.edu/phd.
Welcome to East Lansing, Michigan, home of the Michigan State University Spartans. Michigan State ranks No. 32 among public universities in the United States and is one of the top 100 universities in the world.

CAMPUS BEAUTY WITH A WARM, FRIENDLY CULTURE
Sprawling green lawns, towering trees, woodsy footpaths, vibrant botanical gardens, the twisting Red Cedar River, and an art museum with over 10,000 permanent works — these are only some of the things that bring our 5,300 acres of campus to life.

Between our collaborative research culture, diverse student and faculty population, and midwestern congeniality, Michigan State University is an exciting, welcoming place to conduct research and prepare for a career in academia.

MIDWESTERN AFFORDABILITY WITH MAGNIFICENT VALUE
Coastal living continues to get more and more costly, but you don't have to sacrifice excitement for affordable housing here in East Lansing. Whether you're searching for an apartment or house, our community accommodates any budget with any need.

Minutes away from Michigan's capital, there is always something to enjoy in the East Lansing area. Dine at diverse restaurants, walk the lovely river trail, explore the museums and art galleries, or relax at the many local parks — when it's time to take a break from work, you'll never be left wondering what to do.

Explore Michigan State University at msu.edu.
ACCOUNTING

We pride ourselves on our comprehensive program, our internationally renowned faculty, and the diverse environment in which our doctoral candidates learn. A key element of the Accounting Ph.D. program is collaborative work between doctoral students and faculty members. We strive to maintain a program with approximately 12 full-time, in-residence students. The size of our program allows for effective faculty–student interrelationships, collaboration, and competitive funding for all students in residence.

UNPARALLELED BENEFITS

- Top 15 in Accounting Research (Brigham Young University Accounting Research Ranking, over all years tracked)
- Research expertise within the department in all areas of accounting (auditing, financial, managerial, and tax), using archival, analytical, and experimental research methods
- 15 research-active faculty members in the Ph.D. program, and five of them are endowed professors

FACULTY RESEARCH AREAS

- Accounting for income taxes
- Accounting quality
- Auditing regulation and internal control systems
- Auditor competency
- Capital markets
- Corporate governance
- Earnings management
- Financial institutions
- Financial reporting
- Health care management
- Managerial and cost accounting
- Managerial incentives
- Market for audit services
- Motivation and coordination within organizations
- Performance evaluation and reward systems
- Tax avoidance
- Taxes and business strategy
- Voluntary disclosure

RECENT STUDENT PLACEMENTS

There are many benefits to joining a doctoral program at a world-class business school, but your choice of placement after earning your doctorate is one of the most valuable. These are some of the reputable research institutions our recent Accounting doctoral students joined after their time with the Broad College:

- Florida State University
- Harvard University
- Indiana University
- Texas A&M University
- University of Florida
- University of Illinois
- University of Missouri-Columbia
- University of Notre Dame
- University of Wisconsin–Madison

CONTACT US

For more information about Accounting at MSU Broad College, head to broad.msu.edu/phd or reach out to associate professor Kevin Markle.

phone: (517) 432-2919
email: marklek2@broad.msu.edu

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WHY THE BROAD COLLEGE?
I chose to pursue my doctorate at the MSU Broad College of Business because of the outstanding faculty — with their impressive track records and diverse research interests — and the ability to easily collaborate with them. It is rare that junior doctoral students get to work with seasoned professors. Not in Broad! Senior and experienced professors readily engage with doctoral students and ensure that they are on track to achieving their milestones. I have over five working papers (some even in advanced stages at top journals) with my adviser and other professors at MSU.

TOP HIGHLIGHT AT MSU BROAD COLLEGE OF BUSINESS
This would have to be the Annual Accounting Ph.D. Social Meet, where all doctoral students and faculty gather for a potluck at our adviser’s house. It’s a great way to end the academic year, meet everyone’s families, recognize and award Ph.D. students for their research and teaching work, and give a warm send-off to graduating doctoral students. Just another example of how MSU Broad College is basically just one large family!

AISHWARRYA DEORE
Expected graduation: 2022
Research interests: Management accounting — performance measurement and control systems, governance, and regulation

WHY THE BROAD COLLEGE?
For MSU faculty and staff, students are a top priority. As an institution, MSU cares not only about the academic development of each and every student but also their personal and emotional development. MSU maintains academic rigor; at the same time, it takes into account the needs and expectations of students.

MSU Broad College’s Ph.D. program offers unparalleled opportunities for networking. We have editors of multiple prestigious journals among the faculty. The college hosts numerous international conferences and invites visitors from other universities to share their knowledge with the doctoral students.

RANJANI’S ADVICE
A Ph.D. at MSU will provide an excellent opportunity to develop as a comprehensive and holistic academic. Thus, not only will you learn how to conduct high quality scholarly research, but you will also learn how to connect across different business areas, be exposed to different methodologies, and harness your teaching skills.

DR. RANJANI KRISHNAN


Research interests: Management accounting, cost estimation, performance measurement, health care accounting
Our Ph.D. in Finance program educates and empowers students as they develop into leading industry scholars. We deliver a comprehensive curriculum paired with a hands-on research approach that involves doctoral students in research projects with faculty members early in their degree program. Research interests of the department cover all of the major areas of finance, including corporate finance, behavioral finance, international finance, financial intermediation, financial markets, portfolio theory, empirical investments, and theoretical asset pricing.

FACULTY RESEARCH AREAS
- Asset pricing
- Bankruptcy
- Behavioral finance
- Corporate finance
- Corporate governance
- Derivative securities
- Entrepreneurship
- Financial institutions
- Fixed income
- Household finance
- Information economics
- International finance
- Investments
- Labor and finance
- Market microstructure
- Political economy and finance
- Public finance
- Venture capital

RECENT STUDENT PLACEMENTS
There are many benefits to joining a doctoral program at a world-class business school, but your choice of placement after earning your doctorate is one of the most valuable. These are some of the reputable research institutions our recent Finance doctoral students joined after their time with the Broad College:
- Auburn University
- Beijing University
- California State University, Long Beach
- Clemson University
- Southern Methodist University
- University of Georgia
- Texas Tech University
- Tsinghua University
- Tulane University
- University of Texas at Dallas
- University of Dayton
- University of New Hampshire
- University of South Carolina at Columbia
- West Virginia University

UNPARALLELED BENEFITS
- The department is ranked among the top 10 finance departments in North America in terms of research productivity (UT-Dallas/CU Boulder per capita rankings).
- From the moment they join the program, our doctoral students collaborate with multiple faculty members on research projects. This early start in academic research gives our students an advantage in the job market.
- The annual MSUFCU conference on Financial Institutions and Investments offers students a unique opportunity to interact with internationally recognized finance experts each year right here in East Lansing.

CONTACT US
For more information about Finance at MSU Broad College, head to broad.msu.edu/phd or reach out to associate professor Ryan Israelsen.
phone: (517) 353-1705
email: israels4@broad.msu.edu
WHY THE BROAD COLLEGE?
I always wondered about the extra details in my undergrad finance classes. I knew there was a lot more going on than what we had time to discuss in class, and I was passionate about learning everything I could.

PHILIP’S ADVICE
The most important attributes that you must have are curiosity about your topic, analytical ability, organizational skills, and the willingness to fail.

TOP HIGHLIGHT AT MSU BROAD COLLEGE OF BUSINESS
My top highlight was the first year after passing the preliminary exams. I loved reading new literature and pursuing research questions without the pressure of classes.

Expected graduation: 2022
Research interest: Investor attention

CHARLES HADLOCK
Charles Hadlock is the Frederick S. Addy distinguished chair in the Department of Finance at MSU Broad College. His papers have appeared in leading journals in finance, economics, and accounting — including the Journal of Finance, the Review of Financial Studies, the Journal of Accounting and Economics, the Journal of Business, the Journal of Financial and Quantitative Analysis, and the RAND Journal of Economics.

He received the 2011 and 2014 Michael Brennan Prize for the best paper published in the Review of Financial Studies. In 1997, he won the Merton Miller prize for the most outstanding research published in the Journal of Business. Charles has won several teaching awards, including winning the Executive MBA Teaching Award six times.

WHY THE BROAD COLLEGE?
I have taught at MSU for many years, and what stands out most to me is that the faculty here have a real commitment to their doctoral students. Doctoral students here are closely mentored and often hit the ground running by being invited to join in on research projects as soon as they join a program. Although new doctoral students are usually the most junior members of a research team, they are always treated as important contributors to a study, and faculty go out of their way to mentor and teach as a project unfolds.

TOP ACCOMPLISHMENT AT MSU BROAD COLLEGE OF BUSINESS
My proudest accomplishments with doctoral students over the years are cases in which I’m able to encourage a struggling doctoral student to stick with the program when they’re on the verge of giving up.

THE FUTURE OF FINANCE AT MSU BROAD COLLEGE
We recently hired some young academic stars here at MSU who are deeply committed to doctoral education. It’s exciting for me to see the energy that these faculty have for conducting research with doctoral students as they seek to answer questions that have important practical implications for our understanding of managers, firms, and markets.

I believe that our program is well suited to seize on recent developments in modern business as we train doctoral students to be the intellectual leaders of the future.
MSU Broad College’s Information Technology Management Ph.D. program is a collaborative experience between doctoral students and faculty members. We strive to maintain a program with approximately four to six full-time, in-residence students. This sized program allows for effective faculty–student interrelationships, collaboration, and competitive funding for all students in residence. Our comprehensive curriculum is paired with a hands-on research approach that involves doctoral students in research projects with faculty members early in their degree program.

FACULTY RESEARCH AREAS
• Economics of information systems
• Machine learning and data science
• Organizational routines
• Responsible AI regulation and policy

RECENT STUDENT PLACEMENTS
There are many benefits to joining a doctoral program at a world-class business school, but your choice of placement after earning your doctorate is one of the most valuable. These are some of the reputable research institutions our recent ITM doctoral students joined after their time with the Broad College:
• Auburn University
• Clemson University
• George Mason University
• University of Arkansas
• University of Illinois

CONTACT US
For more information about Information Technology Management at MSU Broad College, head to broad.msu.edu/phd or reach out to Anjana Susarla, Omura-Saxena Professor in Responsible AI.

phone: (517) 432-8350
email: asusarla@broad.msu.edu

UNPARALLELED BENEFITS
• Our prestigious Master’s in Data Science and Business Analytics program is ranked among the top 10 in the United States (QS World University Rankings).
• The ITM department is home to the renowned Center for Business and Social Analytics, which promotes multidisciplinary collaborations that address grand societal challenges.
WHY THE BROAD COLLEGE?
The biggest reason I joined MSU Broad College was the people. There are many hardworking and caring faculty members in the department.

TOP HIGHLIGHT AT MSU BROAD COLLEGE OF BUSINESS
A few years ago, a student who took my class came to my office after he got a job. He said the materials that I covered in the class were really helpful for him to get the job, and he gave me a thank-you card for that. It is a memory that I will never forget.

INKYU’S ADVICE
Join MSU Broad College! Our program is well organized and supported, and students are valued by the faculty. You will be welcomed with open arms once you join the program.

WHY THE BROAD COLLEGE?
At the Broad College, interdisciplinary thinking and cross-domain collaboration is valued and nurtured. One of the newest initiatives I have been engaged in is collaborating with the Responsible AI Institute and industry practitioners to nurture and develop our students’ understanding of responsible uses of AI, with emphasis on data rights, privacy, security, explainability, and fairness. I believe MSU is unique in focusing on these emerging dimensions that will become increasingly relevant to society and business.

TOP ACCOMPLISHMENT AT MSU BROAD COLLEGE OF BUSINESS
My favorite accomplishment is that I was able to revamp the curriculum of our doctoral program to equip students with the critical thinking, tools, and methods needed to understand the impact of AI and analytics on the business world.

THE FUTURE OF INFORMATION TECHNOLOGY MANAGEMENT AT MSU BROAD COLLEGE
What excites me about the future of our program is that our graduates will be on the forefront in understanding the power of platform-based business models to reshape the business landscape.

INKYU KIM
Expected graduation: 2022
Research interests: Sequential organizational processes and contextual factors, digital platforms

DR. ANJANA SUSARLA
Anjana Susarla’s work has appeared in several academic journals and peer-reviewed conferences, such as Academy of Management Conference, Conference on Knowledge Discovery and Data Mining, Conference on Neural Information Processing Systems (Neurips), Information Systems Research, International Conference in Information Systems, International Conference on Learning Representations (ICLR), Journal of Management Information Systems, Management Science and MIS Quarterly. She has served on the editorial boards of Information Systems Research, MIS Quarterly and the Journal of Database Management.

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Research interests: Economics of information systems, social media analytics, and the economics of artificial intelligence

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Expected graduation: 2022
Research interests: Sequential organizational processes and contextual factors, digital platforms

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Anjana Susarla’s work has appeared in several academic journals and peer-reviewed conferences, such as Academy of Management Conference, Conference on Knowledge Discovery and Data Mining, Conference on Neural Information Processing Systems (Neurips), Information Systems Research, International Conference in Information Systems, International Conference on Learning Representations (ICLR), Journal of Management Information Systems, Management Science and MIS Quarterly. She has served on the editorial boards of Information Systems Research, MIS Quarterly and the Journal of Database Management.

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Research interests: Economics of information systems, social media analytics, and the economics of artificial intelligence
The Logistics doctoral program at MSU Broad College has a long history of highly productive research and training students who have had very successful academic careers in tenure-track positions at top research universities. Michigan State University is home to the oldest logistics doctoral program in the United States, having trained logistics academicians since the 1960s.

MSU was the first to recognize that a complete understanding of the supply chain required the integration of logistics, operations management, and procurement. Although students can specialize in one of these areas, our department is unique in that students benefit from exposure to all three areas, giving them a complete picture of the supply chain and the role each area plays in managing a supply chain.

Our graduates are found in the highest quality logistics and supply chain programs in the world. A large part of our students’ success is that they become actively involved in research with our faculty. Students commonly graduate with multiple publications because of these close collaborations. Our former students have earned national recognition for their scholarship and have led numerous logistics and supply chain departments around the country.

**FACULTY RESEARCH AREAS**
- Buyer–supplier relationships
- B2C issues in SCM
- Distribution services in digital and nondigital retail
- Illicit supply chain networks
- Retail supply chain management
- Retail inventory fulfillment
- Supply chain integration/collaboration
- Supply chain organizational design

**RECENT STUDENT PLACEMENTS**
There are many benefits to joining a doctoral program at a world-class business school, but your choice of placement after earning your doctorate is one of the most valuable. These are some of the reputable research institutions our recent Logistics doctoral students joined after their time with the Broad College:
- Arizona State University
- Fairleigh Dickinson University
- Howard University
- Naval Postgraduate School

**UNPARALLELED BENEFITS**
- No. 1 in the Supply Chain Management Journal’s Empirical Publications rankings for the last six years.
- The Department of Supply Chain Management, where the Logistics Ph.D. program is housed, has been ranked No. 1 by U.S. News & World Report in Supply Chain Logistics for 11 years in a row at the undergraduate level and five years in a row at the graduate level.
- The Department of Supply Chain Management, where the Logistics Ph.D. program is housed, has been ranked No. 1 by U.S. News & World Report in Supply Chain Logistics for 11 years in a row at the undergraduate level and five years in a row at the graduate level.

**CONTACT US**
For more information about Logistics at MSU Broad College, head to broad.msu.edu/phd or reach out to Stanley Griffis, Bowersox-Thull Professor in Logistics and Supply Chain Management.
- phone: (517) 432-4320
- email: griffis@broad.msu.edu

- Supply chain security/risk management
- Transportation carrier safety compliance
- Transportation economics and productivity
- Truck driver turnover
- Vehicle routing through real-world logistics networks
WHY THE BROAD COLLEGE?
I was first drawn to the doctoral program because of the reputations of the MSU Broad College of Business and the Logistics program. After visiting, my interest was solidified because of the people I met. The faculty members are not only doing interesting, important research, but they also truly care about the success of students and are dedicated to our learning and growth. Additionally, fellow students are willing to help each other develop.

WHY THE BROAD COLLEGE?
MSU was one of the early leaders in developing the field of transportation logistics and supply chain management thanks to well-known and respected faculty like Don Bowersox. We have had a strong history of conducting research relevant and important to industry and academia, while also providing students at all levels with the knowledge and expertise needed to be successful in their careers. Our doctoral students have gone on to exceptional careers, paying forward the knowledge learned here at MSU.

THE FUTURE OF LOGISTICS AT MSU BROAD COLLEGE
COVID-19 has taught us many lessons, but perhaps one of the most important is the criticality of effective and efficient supply chains. I am excited about how our faculty and doctoral students will conduct research to improve the resiliency of our supply chain networks so they can help businesses and governments effectively respond to threats and opportunities. I am also excited about our doctoral students leading the field in terms of their research topics and methods.

JUDY’S ADVICE
We have exceptional faculty who are willing and eager to work with and mentor doctoral students, so be proactive in developing relationships with faculty and seeking out assistance and advice. Also, commit to building relationships with the other doctoral students, not just in your area but across the college. There’s something very special about going through a doctoral program together that will result in lifelong bonds as friends and colleagues that you will always cherish.

Judith Whipple is the Bowersox-Thull Endowed Professor of Logistics and Supply Chain Management and faculty director of the Master of Science in Supply Chain Management program at MSU Broad College. She has extensive teaching experience at the undergraduate and graduate level, teaching in the full-time MBA, Executive MBA, M.S. in SCM and doctoral programs.

Judy was awarded the MSU Teacher Scholar Award for excellence in teaching and research, the Council of Supply Chain Management Professionals Educators' Conference Teaching Innovation Award, and various best paper awards, including the Journal of Business Logistics Bernard J. La Londe Best Paper Award (2005 and 2010), Transportation Journal Best Paper Award, Journal of Operations Management Best Paper Award and the Stan Hardy Award. For her contribution to the field of supply chain management, she was selected as a DC Velocity Rainmaker.

WHY THE BROAD COLLEGE?
I was first drawn to the doctoral program because of the reputations of the MSU Broad College of Business and the Logistics program. After visiting, my interest was solidified because of the people I met. The faculty members are not only doing interesting, important research, but they also truly care about the success of students and are dedicated to our learning and growth. Additionally, fellow students are willing to help each other develop.

MICAH’S ADVICE
Take full advantage of the opportunity you have to learn from the faculty and other students in the program.

Research interest: Supply chain integration and collaboration, supply chain security and risk management, and strategic supply chain management and organizational design.
The doctoral program in Marketing provides students with an educational foundation that will enable them to contribute to the marketing discipline through the development, integration, and dissemination of knowledge. The core competence of the program is in the exercise of managerial and strategic marketing, as well as consumer behavior with focal areas of emphasis in market research and analytics, consumer behavior, customer experience and relationship marketing, product innovation and brand management, and international marketing.

UNPARALLELED BENEFITS

- Our faculty are recognized for world-class research and often rank in the top 25 for research publications in various research rankings.
- Our Ph.D. program offers:
  - world-class faculty publishing in the field’s leading journals.
  - a long history of faculty–student research collaborations.
  - a diverse portfolio of expertise areas.

RECENT STUDENT PLACEMENTS

There are many benefits to joining a doctoral program at a world-class business school, but your choice of placement after earning your doctorate is one of the most valuable. These are some of the reputable research institutions our recent Marketing doctoral students joined after their time with the Broad College:

- Bentley University
- Grand Valley State University
- University of Alabama
- University of Nebraska
- University of New Hampshire

CONTACT US

For more information about Marketing at MSU Broad College, head to broad.msu.edu/phd or reach out to associate professor Ahmet Kirca and professor Suman Basuroy.

Associate Professor Ahmet Kirca
phone: (517) 432-6392
e-mail: kirca@broad.msu.edu

Professor Suman Basuroy
phone: (517) 432-6389
e-mail: basuroys@msu.edu

FACULTY RESEARCH AREAS

- Brand strategies
- Cross-cultural consumer behavior
- Customer and employee engagement
- Customer experience measurement and management
- Customer lifetime value
- Customer loyalty
- Customer relationship management
- Customer satisfaction
- Global marketing
- Global strategy
- Identity and consumption
- International business
- Managerial and behavioral aspects of marketing strategy
- Marketing research
- Marketing strategy
- Nonprofit marketing
- Product innovation
- Return on marketing investments
- Service quality
- Social media
- Strategic orientations

MARKETING
WHY THE BROAD COLLEGE?
I joined MSU as an adjunct faculty member in 2014 after serving in brand management, product development, and junior consultancy roles in industry. As an adjunct professor, my focus was primarily on teaching with limited service opportunities. My faculty peers and our current Ph.D. students inspired me to consider the Ph.D. path and helped me discover my passion for academic research. I chose Broad not only because of the tremendous support I received from my colleagues and peers but also because I had the opportunity to learn at an R1 research institution from renowned scholars in marketing.

WHAT’S NEXT FOR SHANA
I’ve accepted a position with the University of Nebraska Omaha as an assistant professor of marketing and graduate faculty member.

WHY THE BROAD COLLEGE?
Here at MSU Broad College, students have the chance to learn from top scholars in their respective fields.

TOP ACCOMPLISHMENTS AT MSU BROAD COLLEGE OF BUSINESS
My favorite memories are related to the development of lifelong relationships, personal and professional.

WYATT’S ADVICE
Work hard. Be a sponge. Remember that relationships are important.

Research interests: Salesperson motivation, sales manager leadership, persuasion, and brand management

Wyatt Schrock is an assistant professor of marketing at MSU Broad College. His work has been published in Marketing Letters, the Journal of Personal Selling & Sales Management, and the Journal of the Academy of Marketing Science. Outside of academia, he has 10 years of corporate experience in a variety of sales, marketing, and analyst roles. He has worked for companies such as Procter & Gamble and Gannett.

Wyatt currently serves on the editorial review board at the Journal of Personal Selling & Sales Management. His research has twice received the annual James M. Comer Award for Best Contribution to Selling and Sales Management Theory. He has also coauthored an academic textbook, Professional Selling (Chicago Business Press, 2020).

WHY THE BROAD COLLEGE?
Here at MSU Broad College, students have the chance to learn from top scholars in their respective fields.

TOP ACCOMPLISHMENTS AT MSU BROAD COLLEGE OF BUSINESS
My favorite memories are related to the development of lifelong relationships, personal and professional.

WYATT’S ADVICE
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Elis internationally renowned Ph.D. in Operations and Sourcing Management prepares students for faculty positions at top-tier research universities around the world. Our faculty, who are widely recognized for their research and reputation, expose students to a variety of empirical and analytical research methods. This exposure provides students a unique opportunity to expand the breadth of their awareness in cutting-edge supply chain topics and options to work with faculty who are experts across multiple domains.

MSU was the first to recognize that a complete understanding of the supply chain required the integration of logistics, operations management, and procurement. Although students can specialize in one of these areas, our department is unique in that students benefit from exposure to all three areas, giving them a complete picture of the supply chain and the role each area plays in managing a supply chain.

FACULTY RESEARCH AREAS
- Behavioral operations
- Benchmarking and productivity measurement
- Buyer-supplier relationships
- Closed-loop supply chains
- Complex adaptive systems
- Inventory management
- Lean Six Sigma
- Material transportation
- Problem solving, learning, process improvement, health care management, socially responsible supply chains
- Product development and modularity
- Product/process innovation, supplier innovation
- Quality management, manufacturing and operations strategy
- Risk management
- Sourcing strategies
- Supply networks
- Sustainability

RECENT STUDENT PLACEMENTS
There are many benefits to joining a doctoral program at a world-class business school, but your choice of placement after earning your doctorate is one of the most valuable. These are some of the reputable research institutions our recent OSM doctoral students joined after their time with the Broad College:

- Boise State University
- IE Business School
- Kansas State University
- Loyola University Maryland
- Portland State University
- Rutgers University
- University at Buffalo

UNPARALLELED BENEFITS
- Top 10 in Production and Operations Management (U.S. News & World Report)
- Six endowed professors
- Editor in chief positions in Decision Sciences Journal and International Journal of Operations & Production Management; past editor of Socio-Economic Planning Sciences
- Alumni network of accomplished scholars

CONTACT US
For more information about Operations & Sourcing Management at MSU Broad College, head to broad.msu.edu/phd or reach out to Sriram Narayanan, Kesseler Family Endowed Faculty Fellow in Supply Chain Management.

phone: (517) 432-6432
email: narayanan@broad.msu.edu
WHY THE BROAD COLLEGE?
The Department of Supply Chain Management at MSU Broad College has a great reputation. Both the undergraduate and master programs rank No. 1 in the United States, and you can find MSU alumni in critical positions in many companies. The faculty at MSU engage in research that has practical relevance. They often encourage Ph.D. students to collaborate with local firms in their research pursuits.

TOP HIGHLIGHTS AT MSU BROAD COLLEGE OF BUSINESS
The department organizes the Brown Bag Research Series to encourage faculty and students to present their research to other colleagues. This event is open to both research at an early stage or at a more advanced stage, which is especially beneficial to a Ph.D. student. I presented once and felt encouraged when I found that people care about my research and treat me as their future colleague instead of a student. I think that presentation counts as the top highlight of my time.

ZHENVEN'S ADVICE
Please join us! You would not regret your decision. You can find people working on all kinds of interesting topics, and they will become your peers and mentors to help you succeed.

Research interests: Manufacturing location and sourcing decisions, climate change public policies

STUDENT SPOTLIGHT
ZHENVEN YAN

Expected graduation: 2022

WHY THE BROAD COLLEGE?
MSU stands out for the diverse set of departments and collaborations across the different groups. There are many avenues for personal and professional growth. The industry connections, the depth of research, and the quality of people one can collaborate with are all outstanding. Many of my colleagues are thought leaders in their research space. Working alongside such people is a special privilege.

TOP HIGHLIGHT AT MSU BROAD COLLEGE OF BUSINESS
There are many favorite memories. One of the best learning experiences for me was the Lilly Teaching Fellows program at the university. It was an amazing experience where I made lifelong friends who are all in different departments all across the university.

THE FUTURE OF OPERATIONS & SOURCING MANAGEMENT AT MSU BROAD COLLEGE
Supply chain is everywhere. With the emerging emphasis on diversity, equity, and inclusion, supply chains and system design have the possibility of making the world a better place. My own research has focused on disability inclusion, and operations can play an important role in improving companies and how we think about designing human-centric supply chains.

FACULTY SPOTLIGHT
DR. SRIRAM NARAYANAN

Sriram Narayanan is the Kessler Family Endowed Faculty Fellow of Supply Chain Management at the Broad College of Business.

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Research interests: Productivity and innovation in supply chains, buyer-supplier relationships, socially responsible operations, operations in technology-intensive sectors.
The Organizational Behavior and Human Resources Management doctoral program at MSU Broad College trains students to become leading scholars at the world’s top research universities. Doctoral students work alongside faculty who have expertise in a variety of areas within the fields of organizational behavior and human resources.

A major reason for the success of our students is that they become actively involved in research with our faculty. As a result of high faculty–student collaboration, it is common for our students to graduate with publications in the top journals of the field. Our former students have earned national recognition for their contributions to the field. They have also won career awards for their scientific contributions, served in editorial positions for the top journals in management, held positions as distinguished chairs, and become leaders in their business schools.

The doctoral program in organizational behavior and human resources has had a long history of success thanks to the welcoming, collaborative culture and the unwavering care of staff and faculty.

**UNPARALLELED BENEFITS**

- Over the last five years, our department ranks second in the world in the Texas A&M/University of Georgia Management Department Research Productivity rankings, which aggregate publications in the eight top-tier journals in management.
- Two of our faculty are ranked in the top seven on publications, and five are ranked in the top 35 over the last five years.
- Most of the articles published by our faculty include current and former doctoral students as coauthors.
- The Department of Management is one of the top departments in the United States at attracting federal research grants.

**FACULTY RESEARCH AREAS**

- Affect
- Decision making
- Goal-setting process and attainment
- Implicit information processing
- Job design
- Leadership
- Mood and emotion
- Motivation and self-regulation
- Negotiations
- Organizational justice
- Personality
- Power and status
- Psychology of hierarchy
- Selection and turnover
- Team structure, composition, and performance
- Well-being
- Work attitudes

**RECENT STUDENT PLACEMENTS**

There are many benefits to joining a doctoral program at a world-class business school, but your choice of placement after earning your doctorate is one of the most valuable. These are some of the reputable research institutions our recent OB/HR Management doctoral students joined after their time with the Broad College:

- The Ohio State University
- Oklahoma State University
- University of Alabama
- University of Cincinnati
- University of Connecticut
- University of Florida
- University of Georgia
- University of Massachusetts

**CONTACT US**

For more information about Organizational Behavior & Human Resources Management at MSU Broad College, head to [broad.msu.edu/phd](http://broad.msu.edu/phd) or reach out to Brent Scott, Frederick S. Addy Endowed Distinguished Professor.

phone: (517) 432-7725
email: scott@broad.msu.edu
WHY THE BROAD COLLEGE?

The people! When I was interviewing for programs, the people at MSU were the most welcoming, friendly, and thoughtful group that I spoke with. I knew that if I came to MSU, I would have professors that would be committed to my development as a scholar and Ph.D. students that I could learn from and connect with personally.

REBECCA MITCHELL

Expected graduation: 2022
Research interests: Team and hierarchy dynamics, comparisons at work, and diversity and inclusion

TOP HIGHLIGHT AT MSU BROAD COLLEGE OF BUSINESS

Getting to run students through the brand-new team lab in the Minskoff Pavilion, helping to show it off to some high-profile people, and successfully defending my dissertation proposal that I finished during a global pandemic.

REBECCA’S ADVICE

Join Broad! At MSU, you’ll receive a top-notch education from some of the most distinguished professors in our field that will prepare you for the rigorous demands of academia. If your goal is to be an academic, this is the best place to realize that goal.

THE FUTURE OF ORGANIZATIONAL BEHAVIOR & HUMAN RESOURCES MANAGEMENT AT MSU BROAD COLLEGE

As we continue to bring in new students and faculty with diverse research interests and experiences, the impact our research has on decision making and best practices for leaders in the global business community will only keep growing. The breadth and depth of the faculty’s research expertise in the Broad College ensures that we can tackle any issue or problem that arises in the business community.

DR. RUSSELL JOHNSON


In 2013, he received the Distinguished Early Career Contributions Award for Science from the Society for Industrial and Organizational Psychology, and in 2018 he received the Cummings Scholarly Achievement Award from the Organizational Behavior Division of the Academy of Management.

WHY THE BROAD COLLEGE?

The developmental and collaborative climate among students and faculty is a key advantage of the doctoral program at MSU Broad College. Within this special culture, students receive an in-depth exposure to research.

Research is the heart of a doctoral degree, and our students graduate with the tools needed to succeed in research-oriented positions. Students also have access to world-class facilities for conducting research, such as the behavioral lab and teams lab, enabling students to examine a variety of business and organizational phenomena using high-fidelity methods and equipment.

TOP ACCOMPLISHMENT AT MSU BROAD COLLEGE OF BUSINESS

What fills me with pride is seeing our doctoral students graduate and become successful researchers at other top universities and colleges. Our graduates have accomplished many feats, from landing jobs at other R1 universities to becoming board members and editors at top-tier journals to winning early career awards.

Research interests: Motivation-, justice-, and leadership-based processes that underlie work attitudes and behaviors
The strategic management doctoral program at MSU Broad College trains students to become leading scholars at the world's top research universities. Doctoral students work alongside faculty who have expertise in a variety of areas within the field of strategic management.

A major reason for the success of our students is that they become actively involved in research with our faculty. As a result of high faculty–student collaboration, it is not uncommon for our students to graduate with multiple publications. Our former students have earned national recognition for their contributions to the field, served in editorial positions for the top journals in management, held positions as distinguished chairs, and become leaders in their business schools.

The doctoral program in management has had a long history of success thanks to the welcoming, collaborative culture and the unwavering care of staff and faculty.

FACULTY RESEARCH AREAS
- Board design and committees
- Competitive dynamics
- Computational modeling
- Corporate governance
- Creativity
- Decision making under uncertainty
- Executive compensation
- Innovation and entrepreneurship
- Knowledge sharing
- Mergers and acquisitions
- Modeling
- Organizational theory
- Organizational learning and change
- Research methods
- Resources and capabilities
- Risk management
- Risk taking
- Routines
- Shareholder activism
- Strategic decision making
- Upper echelons

RECENT STUDENT PLACEMENTS
- Arizona State University
- University of Georgia
- University of Notre Dame
- University of Pittsburgh
- University of South Carolina

CONTACT US
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UNPARALLELED BENEFITS
- Over the last five years, our department ranks second in the world in the Texas A&M/University of Georgia Management Department Research Productivity rankings, which aggregate publications in the eight top-tier journals in management.
- In total, our department has published 70 articles in those journals, with nearly all of those articles including current or former doctoral students as coauthors.
- We recently hired faculty with expertise in areas including corporate governance, board design, board committees, upper echelons, shareholder activism, and innovation.
STUDENT SPOTLIGHT

STEFLAN WUORINEN

Expected graduation: 2022

Research interests: Behavioral strategy, mergers and acquisitions, upper echelons, executive cognition, strategic risk-taking

WHY THE BROAD COLLEGE?
When I began thinking about pursuing a Ph.D. in business management, I sent about 20 to 30 emails to various professors at reputable business schools inquiring about their programs. Of that collection of emails, I received five responses. Of those five responses, four of them simply told me to read the content on the website and apply. The only email that specifically answered all the questions I posed and even provided additional information came from a professor at MSU, who later became my mentor, dissertation chair, and a great friend.

I feel incredibly fortunate to have had everything work out the way it did, but I feel like Broad chose me just as much as I chose Broad.

TOP HIGHLIGHT AT MSU BROAD COLLEGE OF BUSINESS
My experience from start to finish was incredibly special, and the people in this department created the culture to facilitate that. I think one of the most special experiences for me personally was when I was accepted into the program. I only applied to one program, MSU, and finding out that I would be afforded the opportunity to pursue my Ph.D. here was incredibly special. Discovering how amazing the department is and how lucky I was that MSU happened to be the one school I applied to made it all the more special.

STEFAN’S ADVICE
Everyone is different and has unique priorities and considerations. However, if you want to grow and develop in an incredibly inclusive and positive culture, I believe it would be difficult to find a program better than MSU. At MSU, you will have access to some of the most accomplished and recognizable figures in our field, which provides an incredible opportunity to develop into a successful researcher yourself. You won’t find a group of more down-to-earth and friendly people, either. There’s a family-type atmosphere here that keeps interactions among everyone in the department light and positive.

FACULTY SPOTLIGHT

DR. SHELBY GAI

Shelby Gai is an assistant professor of management at MSU, and her research focuses on board design, a subfield of organizational design that emphasizes how to design a company’s board of directors to align with the organization’s strategic goals.

WHY THE BROAD COLLEGE?
MSU Broad College takes immense pride in its doctoral programs. Here in the Strategic Management department, the doctoral program is the crown jewel, with every single faculty member committed to cultivating the next generation of top scholars. Our program is high touch and interactive, with students getting trained on how to think critically and creatively — as well as how to publish successfully — from the very first day. We are dedicated to developing knowledgeable and productive researchers while maintaining a friendly and supportive family environment.

TOP ACCOMPLISHMENT AT MSU BROAD COLLEGE OF BUSINESS
I just finished my first year at MSU, which took place in the middle of the pandemic. However, despite these challenges, I was able to start a project with a very promising third-year student (Stefan Maric). We came up with the idea late fall and finished a full draft of the paper by January. It’s been accepted at five conferences, and we hope to submit it to a journal in the upcoming months. We were able to accomplish in a couple of months what would normally take one to two years.

THE FUTURE OF STRATEGIC MANAGEMENT AT MSU BROAD COLLEGE
I’ve been asked to teach one of the core Ph.D. seminars next spring, with an emphasis on organizational theory — one of the foundational courses in any top management program. MSU has an undeniable track record of training students to publish, and our students often graduate with several publications under their belts. My hope is that this seminar will further burnish our students’ intellectual skill set and equip them to be productive and knowledgeable scholars.
THE START OF SOMETHING GREAT
Starting a doctoral program is an exciting time in your life. It’s the start of your journey through academia, and it’s when you begin cultivating the skills, experiences, and network necessary to make an impact in the business world. It’s only the beginning of your career, but your time as a doctoral student sets the pace for the work you’ll accomplish later on.

RESPECT, COLLABORATION, GROWTH
At MSU Broad College, you’re more than a doctoral student. You’re a collaborator and a future colleague. Our faculty have their own research interests and career goals, but they share one ultimate passion—mentoring the future of business. They revel in your success and eagerly await the day you earn your doctorate and join them, as peers, in the exhilarating pursuit of research and business innovation.

A SPIRIT OF INCLUSIVITY
The collaborative research culture at MSU Broad College stems from the larger community in East Lansing. The Midwest is a neighborly place where all are welcome, and you’ll find friendly faces wherever you go, on campus and beyond.

MANY OPTIONS, ALL AFFORDABLE
Affordable housing in the area means one less thing to worry about as you work toward your doctorate. Everything from studio apartments to family homes — whatever is right for you will be right here waiting.

YOUR IMPACT STARTS HERE
With the opportunity to join esteemed faculty in their research projects soon after starting your program, you’ll have the advantage of early exposure to the inner workings of academia. The experience cultivated from pure collaboration with faculty researchers is invaluable and will become the basis for your own career.

As a doctoral graduate from MSU Broad College, a top-of-mind name in business research, you’ll be able to find placements at top-tier research institutions around the world. Then you’ll be fully equipped to start making your mark.

JOIN US
There’s a place for you here at MSU Broad College of Business. Start your journey as a Ph.D candidate and leave as the new driving force behind change in the business world.

Explore our doctoral programs and apply at broad.msu.edu/phd.

For more information about MSU Broad College’s doctoral programs, contact Charles Hadlock, associate dean of faculty and doctoral programs.

phone: (517) 353-9330
email: hadlock@broad.msu.edu