

## **G. Tomas M. Hult, Ph.D.**

Byington Endowed Chair in International Business  
Director, International Business Center (MSU-CIBER)  
Executive Director, Academy of International Business  
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## Overview Tomas Hult



Dr. Tomas Hult is the Byington Endowed Chair, Professor of Marketing and International Business, and Director of the International Business Center (IBC) in the Eli Broad College of Business at Michigan State University (John W. Byington, a marketing research expert, was a former president of the NPD Group Worldwide Inc.). IBC is classified as a National Resource Center (i.e., CIBER) by the U.S. Department of Education.

Previously, he held positions as the Eli Broad Professor of Marketing and International Business and Interim Associate Dean in MSU's Eli Broad College of Business – a top 20 graduate business school (Forbes 2011, BusinessWeek 2011) and a top 25 undergraduate business school in the USA (U.S. News & World Report 2012). The Broad College is also ranked #13 in graduate and #14 in undergraduate international business (U.S. News & World Report 2012, 2013), and is top-ranked in the world in international business research (International Business Review 2010).

Dr. Hult has been the Executive Director of the Academy of International Business (AIB) and President of the AIB Foundation since 2004. He is on the Board of the Sheth Foundation (currently serving as President), International Trade Center of Mid-Michigan (Founding Board Member), and the Economic Club of Greater Lansing. Dr. Hult has also served as the President of the 33-university coalition of CIBER schools in the USA.

The IBC is an affiliate of the U.S. & Foreign Commercial Service of the U.S. Department of Commerce (USDoC), and contractually works with the State of Michigan (via the Michigan Economic Development Corporation) to increase Michigan's international trade. Since 2012, Tomas Hult serves on the U.S. Department of Commerce's affiliated District Export Council. At MSU, Tomas serves on the university's Honorary Degree Committee, MSU Athletic Council, International Studies and Programs Executive Committee, and the Broad College of Business' Senior Administrator group, among others. He regularly works with some 25 internationally oriented units on the MSU campus, and IBC has facilitated more than 12,000 firms going international since 2006.



Dr. Tomas Hult is one of the world's leading authorities on global strategy. He particularly specializes in topics dealing with the intersection of global marketing and supply chain management. Interviews with Tomas dealing with global strategy and global SCM can be found on globalEDGE. His most recent books are: *Global Supply Chain Management* (2014) with David Closs and David Frayer (published by McGraw Hill Professional); *Total Global Strategy* (2012) with George Yip (published by Pearson Prentice Hall); *Marketing* (2013, International Edition) with William Pride and O.C. Ferrell (published by Cengage); and *Partial Least Squares (PLS) Path Modeling* (2014) with Joe Hair, Christian Ringle, and Marko Sarstedt (published by Sage).

In research, Hult was ranked the 75th "most-cited scientist in economics and business" in the world (and 3rd in marketing) by Thomson Reuters in their Essential Science Indicators covering a period from 1997 to 2007. In a 2012 study by Aguinis et al. (in the *Academy of Management Perspectives*), Hult was 6th among influential scholars who received their degrees since 1991 (he received his degree in 1995). Based on the Microsoft Academic Search, Tomas Hult is currently in the top 5 authors in "business administration and economics." His research has been cited about 15,000 times per Google Scholar (about three-quarters of the cites coming since 2008).

Dr. Hult is an elected Fellow of the Academy of International Business (one of only 83 scholars in the world bestowed with this honor), and Editor-in-Chief of the *Journal of the Academy of Marketing Science*. He has served as Associate Editor for the *Journal of International Business Studies* and *Journal of Operations Management*, and currently serves as Associate Editor of the *Journal of Supply Chain Management* and *Decision Science Journal*. He also serves on the review boards of the *Journal of Marketing*, *Academy of Management Journal*, *Strategic Management Journal*, *Global Strategy Journal*, and *Journal of Retailing*, among others.

In fund raising, Tomas has been responsible for raising some \$13 million for Michigan State University and some \$3 million for the Academy of International Business. A dual citizen of Sweden and the U.S., Tomas Hult has been residing in the U.S since 1987 and been at Michigan State University since January 2001. He has also held several visiting professorships, including his native Uppsala University. With a background as a mechanical engineer, Tomas worked for AB Uppsalabuss (Uppsala, Sweden) and Holmen AB (Hallsta, Sweden) prior to academe. In academics, prior to Michigan State University, he was at Florida State University and University of Arkansas at Little Rock – serving as the director/coordinator of international business programs at both places.

Contact Tomas Hult at 517.353.4336 (office), 517.980.4450 (mobile), [hult@msu.edu](mailto:hult@msu.edu), or browse his faculty page at Michigan State University at <http://global.broad.msu.edu/hult> for more information.

## ACADEMIC EXPERIENCE

*Michigan State University, Eli Broad College of Business, East Lansing, Michigan*

Byington Endowed Chair in International Business, 2013 to Current

Director, International Business Center (MSU-CIBER), 2001 to Current

Eli Broad Professor of Marketing and International Business, August 2010 to 2013

Associate Dean, Eli Broad College of Business, 2008 to 2010

Professor, Marketing and International Business, 2005 to Current

Associate Professor, Marketing and Supply Chain Management, 2001 to 2005

Executive Director, *Academy of International Business (AIB)*, January 2004 to Current

President, Administration of the AIB Foundation, January 2004 to Current

AIB is the leading association of professionals in international business. Established in 1959,

AIB has some 3,500 members in more than 80 countries (<http://aib.msu.edu>)

*University of California at Berkeley, Worldwide Extensions Program, Berkeley, California*

Faculty, International Marketing Strategy and Supply Chain Management, 1999 to 2000

*Florida State University, College of Business, Tallahassee, Florida*

Director, International Business Program, 1997 to 2000

Associate Professor of Marketing and International Business, 1999 to 2000

Assistant Professor of Marketing and International Business, 1996 to 1999

*University of Arkansas at Little Rock, College of Business Administration, Little Rock, Arkansas*

Assistant Professor of Marketing and International Business, 1995 to 1996

Visiting Assistant Professor of Marketing, 1994 to 1995

*FedEx Center for Supply Chain Management, Memphis, Tennessee*

Research Associate, Global Supply Chain Management, 1993 to Current

*International Visiting Professorships*

Uppsala University, Sweden, 2004-2005, 2013-Current

University of Leeds, UK, 2010-2013

University of Bern, Switzerland, 2009-2011

University of Innsbruck, Austria, 2012

Copenhagen Business School, Denmark, 2008-2009

Helsinki School of Economics, 2004-2005

London Business School, United Kingdom, 2004-2005

Stockholm School of Economics, Sweden, 1999

Cambridge University, United Kingdom, 1998

Oxford University, United Kingdom, 1998

## SELECTED BOOKS

Hult, Tomas, David Closs, and David Frayer (2014), *Global Supply Chain Management: Leveraging Processes, Measurements, and Tools for Strategic Corporate Advantage*, McGraw-Hill Professional.

Hair, Joseph F., Jr., G. Tomas M. Hult, Christian Ringle, and Marko Sarstedt (2014), *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, Newbury Park, CA: Sage Publications, Inc. <http://www.pls-sem.com/> PLS blog

Hult, G. Tomas M., William M. Pride, and O.C. Ferrell (2013), *Marketing Foundations (5th International Edition)*, South-Western Cengage Learning.

Hult, G. Tomas M., William M. Pride, and O.C. Ferrell (2013), *Marketing (17th International Edition)*, South-Western Cengage Learning.

Yip, George S. and G. Tomas M. Hult (2012), *Total Global Strategy*, Boston, MA: Pearson.

Hult, G. Tomas M. (2012), *Boundary-Spanning Marketing Organization: A Theory and Insights from 31 Organization Theories*, Springer.

Hult, G. Tomas M., William M. Pride, and O.C. Ferrell (2012), *Marketing (16th International Edition)*, South-Western Cengage Learning.

Boyer, Kenneth K., Mark Frohlich, and G. Tomas M. Hult (2005), *Extending the Supply Chain: How Cutting-Edge Companies Bridge the Critical Last Mile into Customers' Homes*, New York: AMACOM.

## SELECTED ARTICLES

Dunn, Kaitlin S., Christopher W. Craighead, David J. Ketchen, Jr., and G. Tomas M. Hult (2013), "Supply Chain Knowledge and Performance: A Meta-Analysis," *Decision Sciences*, In Press.

Elango, B., Srinivas Talluri, and G. Tomas M. Hult (2013), "Understanding Drivers Risk-Adjusted Performance for Service Firms with International Operations," *Decision Sciences*, 44 (4), 755-783.

Arrfelt, Mathias, Robert M. Wiseman, and G. Tomas M. Hult (2013), "Looking Backward Instead of Forward: Aspiration Driven Influences on the Efficiency of the Capital Allocation Process," *Academy of Management Journal*, 56 (4), 1081-1103.

Chabowski, Brian R., G. Tomas M. Hult, and Saeed Samiee (2013), "A Bibliometric Analysis of the Global Branding Literature and a Research Agenda," *Journal of International Business Studies*, 44 (6): 622-634.

Talluri, Srinivas, Hugo A. DeCampos, and G. Tomas M. Hult (2013), "Supplier Rationalization: A Sourcing Model," *Decision Sciences*, 44 (1), 57-86.

Kirca, Ahmet, G. Tomas M. Hult, Seyda Deligonul, Morys Z. Perry, and S. Tamer Cavusgil (2012), "A Multilevel Examination of the Drivers of Firm Multinationality: A Meta Analysis," *Journal of Management*, 38 (2), 502-530.

Hult, G. Tomas M. (2012), "A Focus on International Competitiveness," *Journal of the Academy of Marketing Science*, 40 (2), 195-201.

Hult, G. Tomas M. and O. C. Ferrell (2012), "A Tribute to Forty Years of Top-Level Marketing Research," *Journal of the Academy of Marketing Science*, 40 (1), 1-7.

Kirca, Ahmet, G. Tomas M. Hult, Kendall Roth, S. Tamer Cavusgil, Morys Perry, M. Billur Akdeniz, Seyda Z. Deligonul, Jeannette A. Mena, Wesley A. Pollitte, Jessica J. Hoppner, Joseph C. Miller, Ryan C. White (2011), "Firm-Specific Assets, Multinationality, and Firm Performance: A Meta-Analytic Review and Theoretical Integration," *Academy of Management Journal*, 54 (1), 47-72.

Chabowski, Brian R., G. Tomas M. Hult, and Jeannette A. Mena (2011), "The Retailing Literature as a Basis for Franchising Research: Using Intellectual Structure to Advance Theory," *Journal of Retailing*, 87 (3), 269-284.

Hult, G. Tomas M. (2011), "Toward a Theory of the Boundary-Spanning Marketing Organization and Insights from 31 Organization Theories," *Journal of the Academy of Marketing Science*, 39 (4), 509-536.

Ketchen, David J. and G. Tomas M. Hult (2011), "Marketing and Organization Theory: Opportunities for Synergy," *Journal of the Academy of Marketing Science*, 39 (4), 481-483.

Hult, G. Tomas M. (2011), "Market-Focused Sustainability: Market Orientation Plus!" *Journal of the Academy of Marketing Science*, 39 (1), 1-6.

Craighead, Christopher W., David J. Ketchen, Jr., K.S. Dunn, and G. Tomas M. Hult (2011), "Addressing Common Method Variance: Guidelines for Survey Research on Information Technology, Operations, and Supply Chain Management," *IEEE Transactions on Engineering Management*, 58 (3), 578-588.

Chabowski, Brian R., G. Tomas M. Hult, Tunga Kiyak, and Jeannette A. Mena (2010), "The Structure of JIBS' Social Network and the Relevance of Intra-Country Variation: A Typology for Future Research," *Journal of International Business Studies*, 41 (5), 925-934.

Ferrell, O.C., Tracy L. Gonzalez-Padron, G. Tomas M. Hult, and Isabelle Maignan (2010), "From Market Orientation to Stakeholder Orientation," *Journal of Public Policy and Marketing*, 29 (1), 93-96.

Hult, G. Tomas M., Christopher W., Craighead, and David J. Ketchen, Jr. (2010), "Risk Uncertainty and Supply Chain Decisions: A Real Options Perspective," *Decision Sciences*, 41 (3), 435-458. (Best Paper Award 2010: "This article possesses exceptional managerial significance and a high level of intellectual stimulation in addition to a solid academic contribution").

Craighead, Christopher W., G. Tomas M. Hult, David J. Ketchen, Jr. (2009), "The Effects of Innovation-Cost Strategy, Knowledge, and Action in the Supply Chain on Firm Performance," *Journal of Operations Management*, 27 (5), 405-421.

Hult, G. Tomas M. and Brian R. Chabowski (2008), "Sourcing Research as an Intellectual Network of Ideas," *Decision Sciences*, 39 (3), 323-335.

Hult, G. Tomas M., David J. Ketchen, Jr., David A. Griffith, Carol A. Finnegan, Tracy L. Padron-Gonzalez, F. Nukhet Harmancioglu, Ying Huang, M. Berk Talay, and S. Tamer Cavusgil (2008), "Data Equivalence in Cross-Cultural International Business Research: Assessment and Guidelines," *Journal of International Business Studies*, 39 (6), 1027-1044.

Hult, G. Tomas M., David J. Ketchen, Jr., David A. Griffith, Brian R. Chabowski, Mary K. Hoffman, Bernadine Johnson Dykes, Wesley A. Pollitte, and S. Tamer Cavusgil (2008), "An Assessment of the Measurement of Performance in International Business Research," *Journal of International Business Studies*, 39 (6), 1064-1080.

Hult, G. Tomas M., David J. Ketchen, Jr., and Mathias Arrfelt (2007), "Strategic Supply Chain Management: Improving Performance through a Culture of Competitiveness and Knowledge Management," *Strategic Management Journal*, 28 (10), 1035-1052.

Ketchen, David J., Jr., G. Tomas M. Hult, and Stanley F. Slater (2007), "Toward Greater Understanding of Market Orientation and the Resource-Based View," *Strategic Management Journal*, 28 (9), 961-964.

Short, Jeremy C., David J. Ketchen, Jr., Timothy B. Palmer, and G. Tomas M. Hult (2007), "Firm, Strategic Group, and Industry Influences on Performance," *Strategic Management Journal*, 28 (2), 147-167.

Ketchen, David J., Jr. and G. Tomas M. Hult (2007), "Toward Greater Integration of Insights from Organization Theory and Supply Chain Management," *Journal of Operations Management*, 25 (2), 455-458.

Ketchen, David J., Jr. and G. Tomas M. Hult (2007), "Bridging Organization Theory and Supply Chain Management: The Case of Best Value Supply Chains," *Journal of Operations Management*, 25 (2), 573-580.

Slater, Stanley F., G. Tomas M. Hult, and Eric M. Olson (2007), "On the Importance of Matching Strategic Behavior and Target Market Selection to Business Strategy in High-Tech Markets," *Journal of the Academy of Marketing Science*, 35 (1), 5-17.

Hult, G. Tomas M., Kenneth K. Boyer, and David J. Ketchen, Jr. (2007), "Quality, Operational Logistics Strategy, and Repurchase Intentions: A Profile Deviation Analysis," *Journal of Business Logistics*, 28 (2), 105-132.

Slater, Stanley F., Eric M. Olson, and G. Tomas M. Hult (2006), "The Moderating Influence of Strategic Orientation on the Strategy Formation Capability – Performance Relationship," *Strategic Management Journal*, 27 (12), 1221-1231.

Hult, G. Tomas M., David J. Ketchen, Jr., S. Tamer Cavusgil, and Roger Calantone (2006), "Knowledge as a Strategic Resource in Supply Chains," *Journal of Operations Management*, 24 (5), 458-475.

Boyer, Kenneth K. and G. Tomas M. Hult (2006), "Customer Behavioral Intentions for Online Purchases: An Examination of Fulfillment Method and Customer Experience Level," *Journal of Operations Management*, 24 (2), 124-147.

Hanvanich, Sangphet, K. Sivakumar, and G. Tomas M. Hult (2006), "The Relationship of Learning and Memory with Organizational Performance: The Moderating Role of Turbulence," *Journal of the Academy of Marketing Science*, 34 (4), 600-612.

Hult, G. Tomas M., David J. Ketchen, Jr., and Stanley F. Slater (2005), "Market Orientation and Performance: An Integration of Disparate Approaches," *Strategic Management Journal*, 26 (12), 1173-1181.

Olson, Eric M., Stanley F. Slater, and G. Tomas M. Hult (2005), "The Performance Implications of Fit among Business Strategy, Marketing Organization Structure, and Strategic Behavior," *Journal of Marketing*, 69 (July), 49-65.

Brady, Michael K., Gary A. Knight, J. Joseph Cronin, Jr., G. Tomas M. Hult, and Bruce D. Keillor (2005), "Removing the Contextual Lens: A Multinational, Multi-Setting Comparison of Service Evaluation Models," *Journal of Retailing*, 81 (3), 215-230.

Boyer, Kenneth K. and G. Tomas M. Hult (2005), "Customer Behavior in an Online Ordering Application: A Decision Scoring Model," *Decision Sciences*, 36 (4), 569-598.

Boyer, Kenneth K. and G. Tomas M. Hult (2005), "Extending the Supply Chain: Integrating Operations and Marketing in the Online Grocery Industry," *Journal of Operations Management*, 23 (6), 642-661.

Shook, Christopher L, David J. Ketchen, Jr., G. Tomas M. Hult, and K. Michele Kacmar (2004), "An Assessment of the Use of Structural Equation Modeling in Strategic Management Research," *Strategic Management Journal*, 25 (4), 397-404.



Hult, G. Tomas M., David J. Ketchen, Jr., and Stanley F. Slater (2004), "Information Processing, Knowledge Development, and Strategic Supply Chain Performance," *Academy of Management Journal*, 47 (2), 241-253.

Hult, G. Tomas M., David J. Ketchen, Jr., and Ernest L. Nichols, Jr. (2003), "Organizational Learning as a Strategic Resource in Supply Management," *Journal of Operations Management*, 21 (December), 541-556.

Hult, G. Tomas M. (2003), "An Integration of Thoughts on Knowledge Management," *Decision Sciences*, 34 (2), 189-195.

Hult, G. Tomas M., Charles C. Snow, and Destan Kandemir (2003), "The Role of Entrepreneurship in Building Cultural Competitiveness in Different Organizational Types," *Journal of Management*, 29 (3), 401-426.

Hult, G. Tomas M., David J. Ketchen, Jr., and Ernest L. Nichols, Jr. (2002), "An Examination of Cultural Competitiveness and Order Fulfillment Cycle Time within Supply Chains," *Academy of Management Journal*, 45 (3), 577-586.

Hult, G. Tomas M. and David J. Ketchen, Jr. (2001), "Does Market Orientation Matter?: A Test of the Relationship Between Positional Advantage and Performance," *Strategic Management Journal*, 22 (9), 899-906.

Mentzer, John T., Daniel J. Flint, and G. Tomas M. Hult (2001), "Logistics Service Quality as a Segment-Customized Process," *Journal of Marketing*, 65 (4), 82-104.

Lukas, Bryan A., J. Justin Tan, and G. Tomas M. Hult (2001), "Strategic Fit in Transitional Economies: The Case of China's Electronics Industry," *Journal of Management*, 27 (4), 409-429.

Hult, G. Tomas M., Robert F. Hurley, Larry C. Giunipero, and Ernest L. Nichols, Jr. (2000), "Organizational Learning in Global Purchasing: A Model and Test of Internal Users and Corporate Buyers," *Decision Sciences*, 31 (2), 293-325.

Cronin, J. Joseph, Jr., Michael K. Brady, and G. Tomas M. Hult (2000), "Assessing the Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments," *Journal of Retailing*, 76 (2), 193-218.

Maignan, Isabelle, O.C. Ferrell, and G. Tomas M. Hult (1999), "Corporate Citizenship: Cultural Antecedents and Business Benefits," *Journal of the Academy of Marketing Science*, 27 (4), 455-469.

Hurley, Robert F. and G. Tomas M. Hult (1998), "Innovation, Market Orientation, and Organizational Learning: An Integration and Empirical Examination," *Journal of Marketing*, 62 (July), 42-54.

Hult, G. Tomas M. (1998), "Managing the International Strategic Sourcing Function as a Market-Driven Organizational Learning System," *Decision Sciences*, 29 (1), 193-216.

## **PROFESSIONAL AFFILIATIONS**

Academy of International Business (AIB)

Academy of Management (AoM)

Academy of Marketing Science (AMS)

American Marketing Association (AMA)

Association of International Education Administrators (AIEA)

Council of Supply Chain Management Professionals (CSCMP)

European Marketing Academy (EMAC)

Industrial Marketing and Purchasing Group (IMP)

Institute for Operations Research & Management Sciences (INFORMS)

Institute for Supply Management (ISM)

Product Development and Management Association (PDMA)

Society for Marketing Advances (SMA)

Strategic Management Society (SMS)

The Benchmarking Initiative (Inventory Management, Satisfaction)