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Eli Broad Professor of Marketing & International Business
Director, International Business Center (MSU-CIBER)
Executive Director, Academy of International Business
President, Academy of International Business Foundation
President, Association for International Business Education and Research
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Overview

Tomas Hult

Dr. Hult is the Eli Broad Professor of Marketing and International Business and Director of the International Business Center (IBC) at Michigan State University. IBC has about 35 staff and student assistants and a multi-million dollar budget. He also serves as advisor to the MSU University Administration on global strategy issues, and is a member of the Senior Administrators Group of MSU's Eli Broad College of Business.

Previously, he was Associate Dean in MSU's Eli Broad College of Business – a top 20 graduate business school (Forbes 2011, BusinessWeek 2011) and top 25 undergraduate business school (U.S. News & World Report 2011). The Broad College has roughly 6,000 students (some 5,200 undergraduates and about 800 graduates). Michigan State is a member of the Association of American Universities (AAU).

Dr. Hult has been the Executive Director of the Academy of International Business since 2004 (with some 3,200 members in about 80 countries) and President of the AIB Foundation. Previously, Hult served as Vice President of International Activities for the American Marketing Association and as a Board Member of AMA's Global Interest Group. He is on the Board of the International Trade Center of Mid-Michigan, The Economic Club of Greater Lansing, and the Jagdish and Madhuri Sheth Foundation (where he also serves as Chair of the Investment Committee and as Comptroller). The IBC is an affiliate of the U.S. & Foreign Commercial Service of the U.S. Department of Commerce (USDoC). Since 2012, Tomas Hult serves on the USDoE affiliated District Export Council of Western Michigan.

Dr. Hult's specialty areas are in international marketing strategy, global strategy, and supply chain management. He is one of the world's leading authorities at the intersection of international business and supply chain management. His most recent book is *Total Global Strategy* (2012) with George Yip (published by Pearson Prentice Hall).

In research, Professor Hult is the 75th most-cited "scientist in economics and business" in the world (for 1997-2007), per the ranking provided by Thomson Reuters. His research has been cited some 10,000 times per Google Scholar (about 75% of the citations coming since 2007). Hult has published 46 articles in top journals (i.e., *Academy of Management Journal*, *Strategic Management Journal*, *Journal of International Business Studies*, *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Journal of Management*, *Journal of Operations Management*, *Decision Sciences*, and *IEEE Transactions on Engineering Management* (and more than 100 total journal articles).

In fund raising, Dr. Hult has been responsible for raising more than \$11 million for MSU since 2001 and been part of raising more than \$3 million for AIB since 2004. He is an elected Fellow of the Academy of International Business, and Editor-in-Chief of the *Journal of the Academy of Marketing Science* (ranked #2 among marketing journals in the 2010 impact scores). A dual citizen of Sweden and the U.S., Tomas Hult has been residing in the U.S since 1987 and been a professor at Michigan State University since January 2001. Prior to MSU, he was at Florida State University from 1996-2000, serving as Director of FSU's International Business Programs.

ACADEMIC EXPERIENCE

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

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

Associate Dean, Eli Broad College of Business & Eli Broad Graduate School, 2008 to 2010

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

Professor, Marketing, International Business, and Strategic Management, 2005 to Current

Associate Professor, Marketing & 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 3,200 members in about 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

University of Leeds, UK, 2010-2011

Copenhagen Business School, Denmark, 2008-2009

University of Bern, Switzerland, 2009-2011

International Visiting Lecturer

Helsinki School of Economics, 2004, 2005

Uppsala University, Sweden, 2004, 2005

London Business School, United Kingdom, 2004, 2005

Cambridge University, United Kingdom, 1998

Oxford University, United Kingdom, 1998

Stockholm School of Economics, Sweden, 1999

SELECTED BOOKS

Yip, George S. and G. Tomas M. Hult (2012), *Total Global Strategy* (3rd Edition), Boston, MA: Pearson. Website: <http://www.pearsonhighered.com/educator/product/Total-Global-Strategy/9780136089834.page>

Hult, G. Tomas M., William M. Pride, and O.C. Ferrell (2012), *Marketing* (16th International Edition), United Kingdom: South-Western Cengage Learning. Website: <http://edu.cengage.co.uk/catalogue/product.aspx?isbn=0538480564>

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 (ISBN #0-8144-0836-2).

SELECTED ARTICLES

Marketing

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.

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.

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., 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.

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.

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.

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.

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.

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.

Strategy

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.

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, 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.

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.

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., and Stanley F. Slater (2005), "Market Orientation and Performance: An Integration of Disparate Approaches," *Strategic Management Journal*, 26 (12), 1173-1181.

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., 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.

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.

Supply Chain Management

Talluri, Srinivas, Hugo A. DeCampos, and G. Tomas M. Hult (2012), "Supplier Rationalization: A Sourcing Model," *Decision Sciences* (submitted for 2nd review 11/3/11. original submission 6/11. Manuscript DSJ-06-2011-024).

Elango, B., Srinivas Talluri, and G. Tomas M. Hult (2012), "Understanding Drivers of Performance Risk in International Operations of Service Firms," *Decision Sciences* (DSJ-06-2011-027), In Press.

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.

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.

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.

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.

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.

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.

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.

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., 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.

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)

European Marketing Academy (EMAC)

Institute for Operations Research & Management Sciences (INFORMS)

Institute for Supply Management (ISM)

Strategic Management Society (SMS)