

## G. TOMAS M. HULT



*Dr. Tomas Hult is Byington Endowed Chair & Professor in the Eli Broad College of Business at Michigan State University and host of the radio show globalEDGE Business Beat.*

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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.). He has been at Michigan State University since January 2001.

IBC is one of the 17 centers designated by the U.S. Department of Education as a country-level resource in international business and trade (i.e., CIBER). Dr. Hult's focus areas are international business, global supply chain management, global strategy, and marketing strategy. These areas nicely intersect on his radio program globalEDGE Business Beat on the Michigan Business Network (MBN), promoted worldwide to more than 200 countries on globalEDGE.

Previously, he held positions as Eli Broad Professor of International Business, Professor of Marketing and Supply Chain Management, and Associate Dean in MSU's Eli Broad College of Business - among U.S. public graduate schools ranked No. 9 by Forbes; No. 11 by BusinessWeek; and No. 14 by U.S. News & World Report. Among worldwide schools, the Broad College is No. 52 as ranked by Financial Times. The Broad College is also ranked No. 11 among public undergraduate business schools in the USA by U.S. News & World Report. Among both private and public schools, in international business the Broad College is ranked No. 21 in graduate and No. 22 in undergraduate education by U.S. News & World Report, and is consistently among the top 10 research institutions in international business (e.g., International Business Review 2010; Journal of International Business Studies 2005; Management International Review 2014). As one of the largest business schools in the U.S., the Broad College has more than 7,400 students, including approximately 6,400 undergraduates and 1,000 graduate and doctoral students. The Broad College is accredited by AACSB and a member of the Global Business School Network. Michigan State University is one of 62 members of the prestigious Association of American Universities.

Dr. Hult has been the Executive Director of the Academy of International Business (AIB) and President of the AIB Foundation since 2004. He is President and Board Member of the Sheth Foundation, and board member of the International Trade Center of Mid-Michigan and the Economic Club of Greater Lansing. The Mayor of Lansing appointed Dr. Hult to the Lansing Regional Sister Cities Commission in 2014. Dr. Hult was also elected as President of the coalition of CIBER schools for 2015-2016, funded by the U.S. Department of Education; he previously served as the Coalition's President in 2011-2012 as well. A prolific grant writer, Dr. Hult is currently a member of a multi-university team (MSU and Duke University), including multiple colleges at MSU, that received a \$5 million grant from the U.S. National Science Foundation to study the intersection of water, energy, and commerce. IBC currently has grants from the U.S. Department of Education and the National Science Foundation and a contract with the State of Michigan (MEDC).

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 USDoC affiliated District Export Council, and IBC maintains the web presence of both the West and East DEC's in Michigan. At MSU, Tomas is or has served 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 nationwide going international since 2006, with more than 1,900 firms from Michigan.

Dr. Tomas Hult is a well-known keynote speaker and trainer on international business, global supply chains, global strategy, and marketing strategy. Interviews with Tomas dealing with global strategy and global SCM can be found on globalEDGE. He regularly does op-ed articles on international trade, and has articles in Time, Fortune, World Economic Forum, The Conversation, Lansing State Journal, and others. Some of his trade books include: Global Supply Chain Management (2014) with David Closs and David Frayer (published by McGraw Hill Professional) and Total Global Strategy (2012) with George Yip (published by Pearson Prentice Hall). He is also co-author of a number of academic textbooks, including the market-share leading Global Business Today 9e (2016) and International Business 11e (2017) with Charles W. L. Hill (published by McGraw Hill Education) as well as 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" (and 3rd in marketing) in the world 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 in the top 5 authors in "business administration and economics." Based on a University of Minnesota study, Tomas is also 14th in citations among the worldwide marketing professorate since 2013, and MSU's marketing department is Number 7 and 14, respectively in studies published in the Australasian Journal of Marketing (2015) and by University of Minnesota (2014). Overall, his research has been cited some 22,000 times per Google Scholar.

Professor Hult is an elected Fellow of the Academy of International Business (one of only 79 scholars in the world bestowed with this honor, and one of only 4 marketing scholars), and has been Editor-in-Chief of the Journal of the Academy of Marketing Science (2009-2015). JAMS was ranked in the top 3 journals in marketing each year during his editorial term (e.g., Thomson Reuters' "impact scores"). He is serving as Associate Editor of Journal of Marketing, International Journal of Research in Marketing, and Journal of Supply Chain Management; and has served as Associate Editor for the Journal of International Business Studies, Journal of Operations Management, and Decision Sciences. He also serves on or has served previous lengthy terms on the review boards of the Journal of Marketing, Academy of Management Journal, Strategic Management Journal, Global Strategy Journal, Journal of Retailing, Industrial Marketing Management, Journal of International Marketing, and International Marketing Review, among others.

In fund raising, Tomas has been responsible for raising some \$14 million for Michigan State University and some \$3 million for the Academy of International Business. Jointly with his wife Laurie Hult, MD, Tomas and Laurie Hult are also members of the John H. Hannah donor society for personal financial contributions to Michigan State University. A dual citizen of Sweden and the U.S., Tomas Hult has resided in the U.S since 1987 and been at Michigan State University since January 2001. He holds visiting professorships in the International Business group of his native Uppsala University, Sweden (2013 to Current) and the International Business division of Leeds University, UK (2010 to Current). Michigan State, Uppsala, and Leeds are all ranked in the top 10 in the world in international business research (e.g., Management International Review 2014). With a background in mechanical engineering, Tomas worked for AB Uppsalabuss (Uppsala, Sweden) and Holmen AB (Hallsta, Sweden) prior to entering academe. In academics, prior to Michigan State University, he was at Florida State University (1996-2000) and University of Arkansas at Little Rock (1994-1996) - serving as the director/coordinator of international business programs at both places.

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## ACADEMIC EXPERIENCE

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

Professor and 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 of Marketing and International Business, 2005 to Current

Associate Professor of 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 about 90 countries (<http://aib.msu.edu>)

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

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

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

Assistant Professor of Marketing and International Business, 1995 to 1996

Visiting Assistant Professor of Marketing and International Business, 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, United Kingdom, 2010-Current

University of Bern, Switzerland, 2009-2011

University of Innsbruck, Austria, 2012

Copenhagen Business School, Denmark, 2008-2009

Helsinki School of Economics, Finland, 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

## RESEARCH FOCUS



## SELECTED BOOKS

Hill, Charles W.L. and G. Tomas M. Hult (2016), *Global Business Today*, 9<sup>th</sup> Ed., McGraw-Hill.

Hill, Charles W.L. and G. Tomas M. Hult (2017), *International Business*, 11<sup>th</sup> Ed., McGraw-Hill.

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.

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.

Boyer, Kenneth K., Mark Frohlich, and G. Tomas M. Hult (2005), *Extending the Supply Chain*, New York: Amacom.





## SELECTED ARTICLES (Chronological)

Katsikeas, Constantine S., Neil A. Morgan, Leonidas C. Leonidou, and G. Tomas M. Hult (2016), “Assessing Performance Outcomes in Marketing,” *Journal of Marketing*, 80 (2), In Press.

Bamiatzi, Vassiliki, Konstantinos Bozos, S. Tamer Cavusgil, and G. Tomas M. Hult (2016), “Revisiting the Firm, Industry and Country Effects on Profitability under Recessionary and Expansion Periods: A Multi-level Analysis,” *Strategic Management Journal*, In Press.

Kostova, Tatiana and G. Tomas M. Hult (2016), “Meyer and Peng’s 2005 Article as a Foundation for an Expanded and Refined International Business Research Agenda: Context, Organizations, and Theories,” *Journal of International Business Studies*, 47 (1), In Press.

Hult, G. Tomas M. (2015), “JAMS 2010-2015: Literature Themes and Intellectual Structure,” *Journal of the Academy of Marketing Science*, 43 (6), 663-669.

Kozlenkova, Irina, G. Tomas M. Hult, Donald Lund, Jeannette A. Mena, and Pinar Kekec (2015), “The Role of Marketing Channels in Supply Chain Management: A Review of the Literature and Takeaways for Future Research,” *Journal of Retailing*, 91 (4), 586-609.

Ozkaya, Erkan, Cornelia Droge, G. Tomas M. Hult, Roger Calantone, and Elif Ozkaya (2015), "Market Orientation, Knowledge Competence, and Innovation," *International Journal of Research in Marketing*, 32 (3), 309-318.

Arrfelt, Mathias, Robert M. Wiseman, Gerry McNamara, and G. Tomas M. Hult (2015), "Examining a Key Corporate Role: The Influence of Capital Allocation Competency on Business Unit Performance," *Strategic Management Journal*, 36 (7), 1017-1034.

Mahapatra, S. R. Pal, G. Tomas M. Hult, and Srinivas Talluri (2015), "Assessment of Proactive Environmental Initiatives: Evaluation of Efficiency Based on Interval Scale Data," *IEEE Transactions on Engineering Management*, 62 (2), 280-293.

Schoenherr, Tobias, Sachin B. Modi, Srinivas Talluri, and G. Tomas M. Hult (2014), "Antecedents and Performance Outcomes of Strategic Environmental Sourcing: An Investigation of Resource-Based Process and Contingency Effects," *Journal of Business Logistics*, 35 (3), 172-190.

Henseler, Jörg, Theo K. Dijkstra, Marko Sarstedt, Christian M. Ringle, Adamantios Diamantopoulos, Detmar W. Straub, David J. Ketchen, Jr., Joseph F. Hair, G. Tomas M. Hult, and Roger J. Calantone (2014), "Common Beliefs and Reality about PLS: Comments on Rönkkö and Evermann (2013)," *Organizational Research Methods*, 17 (2), 182-209.

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*, 44 (5), 843-875.

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., Saeed Samiee, and G. Tomas M. Hult (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.

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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.

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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.

## **SELECTED 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)  
Strategic Management Society (SMS)  
The Benchmarking Initiative (Inventory Management, Satisfaction)