

## Dr. Tomas Hult



*Dr. Tomas Hult is Director, Byington Endowed Chair & Professor in the Eli Broad College of Business at Michigan State University; Executive Director and Foundation President of the Academy of International Business; and President of the Sheth Foundation*

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## OVERVIEW

### DR. 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 was a former president of the NPD Group Worldwide Inc.). He has been at Michigan State University since January 2001, and has his faculty position in the Department of Marketing but also teaches for the Department of Supply Chain Management and the Department of Management. IBC is one of 17 centers designated by the U.S. Department of Education as a center of excellence in international business and trade (i.e., CIBER). On behalf of the State of Michigan, IBC serves as a Regional Export Network (REN) for 24 counties in mid-Michigan (Regions 5, 6, 7, and 9). Dr. Hult's expertise and research focus are on international business, marketing strategy, supply chain management, and strategic management. Dr. Hult leverages this expertise on his radio show, globalEDGE Business Beat on the Michigan Business Network, where he interviews top business and academic leaders.

Previously, Dr. Hult 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. MSU's Broad College of Business is consistently ranked among the top 15 schools for both U.S. graduate and undergraduate public business programs. The Broad College is also consistently among the top 10 institutions in international business research. As one of the largest business schools in the U.S., the Broad College has more than 7,400 students, is accredited by AACSB, and is 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 has been a Board Member of the Sheth Foundation since 2010, and board member of the International Trade Center of Mid-Michigan and the Economic Club of Greater Lansing. Dr. Hult also serves on the Lansing Regional Sister Cities Commission (The Mayor of Lansing appointed Tomas Hult to the Commission in 2014). Dr. Hult was President of the coalition of CIBER schools in 2011-2012 and 2015-2016, which are funded by the U.S. Department of Education, and he serves as the political liaison for the CIBER network with the Coalition for International Education. IBC currently has grants from the U.S. Department of Education and the National Science Foundation, and contracts with the State of Michigan (MEDC) and Academy of International Business (AIB). Dr. Hult has been responsible for bringing in some \$15 million to Michigan State University in external funding and some \$4 million for the Academy of International Business.

MSU's International Business Center is a strategic affiliate of the U.S. & Foreign Commercial Service of the U.S. Department of Commerce (USDoC). Since 2012, Dr. Hult serves on the USDoC affiliated District Export Council, and MSU's International Business Center maintains the web presence of both the West and East DEC's in Michigan (with IBC member Dr. Tunga Kiyak serving on the East DEC). At MSU, Tomas serves on the university's International Studies

and Programs Executive Committee, Honorary Degree 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 2,000 firms from the State of Michigan.

Dr. Tomas Hult is a well-known speaker and executive trainer on global supply chain management, global strategy, and marketing strategy. In a short video interview, Tomas discusses his global strategy training. He regularly speaks at high profile events (e.g., European Commission, Swedish Entrepreneurship Forum, United Nation's Conference on Trade and Development, U.S. Department of Education, World Investment Forum) and publishes op-ed articles (e.g., Time, Fortune, Fortune, World Economic Forum, The Conversation). Some of his trade books include: *Second Shift* (2016), featured in a "Talks at Google," with David Hollister, Ray Tadgerson, and David Closs (published by McGraw Hill Professional) and *Global Supply Chain Management* (2014) with David Closs and David Frayer (published by McGraw Hill Professional). He is also co-author of a number of academic textbooks, including the #1 market-share leading *Global Business Today 10e* (2018) 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, 2017) with Joe Hair, Christian Ringle, and Marko Sarstedt (published by Sage). His current book project with George Yip is an updated version of their *Total Global Strategy* (2012) book to be published in 2018 as *Global Strategic Management: A Total Global Strategy Approach to International Competitiveness* (by Chicago Business Press).

In research, Hult is one of the world's most cited scholars in international business, supply chain management, and marketing. He 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 a University of Minnesota study, Tomas was 14th in citations among the worldwide marketing professorate in 2013-2014, 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 38,000 times per Google Scholar, making him currently the top cited scholar in Michigan State University's Eli Broad College of Business.

Professor Hult is an elected Fellow of the Academy of International Business (one of 91 scholars in the world bestowed with this honor and one of only 5 marketing scholars). He was also selected the 2016 Academy of Marketing Science / CUTCO-Vector Distinguished Marketing Educator as the 2016 top marketing professor in the world for career scholarly career achievements. Dr. Hult was Editor-in-Chief of the Journal of the Academy of Marketing Science from 2009 to 2015, a top-50 Financial Times business journal. He is serving as Associate Editor of Journal of Marketing; Consulting Editor for Journal of International Business Studies (JIBS); and Consulting Editor for Journal of Supply Chain Management; having previously served as Associate Editor of JIBS, Journal of Operations Management, Decision Sciences, and International Journal of Research in Marketing. He also serves on or has served previous terms on the review boards of the Journal of Marketing, Strategic Management Journal, Academy of

Management Journal, Global Strategy Journal, Journal of Retailing, Industrial Marketing Management, Journal of International Marketing, and International Marketing Review, among others.

Dr. Tomas Hult jointly with his wife Laurie Hult, MD, members of the John A. Hannah donor society for personal financial contributions to Michigan State University. A dual citizen of Sweden and the United States, Tomas Hult has resided in the U.S since 1987 and been at Michigan State University since January 2001. Tomas and Laurie have two children (Daniel and Isabelle) who are also Swedish-US dual citizens. Dr. Hult holds visiting professorships in the International Business group of his native Uppsala University, Sweden (since 2013) and the International Business division of Leeds University, UK (since 2010). 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.

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## ACADEMIC EXPERIENCE

*Michigan State University*, Eli Broad College of Business, East Lansing, Michigan  
Byington Endowed Chair in Marketing and 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



## SELECTED BOOKS

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

Hollister, David, Ray Tadmerson, David Closs, and Tomas Hult (2017), *Second Shift: The Inside Story of the Keep GM Movement*, McGraw Hill Professional.

Hair, Joseph F., Jr., G. Tomas M. Hult, Christian Ringle, and Marko Sarstedt (2017), *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, 2<sup>nd</sup> Edition, Newbury Park, CA: Sage.

Hill, Charles W.L. and G. Tomas M. Hult (2016), *Global Business Today*, 9<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.

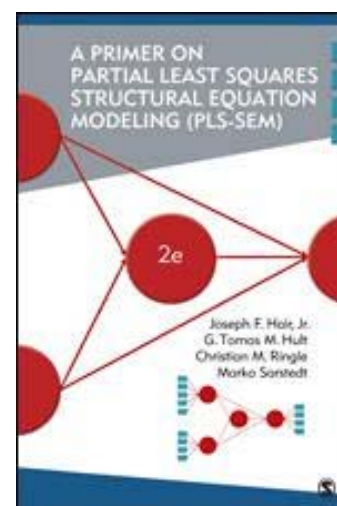
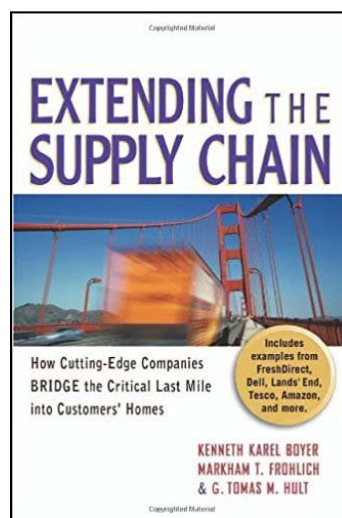
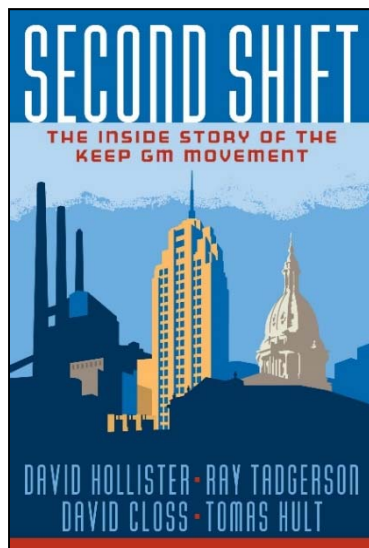
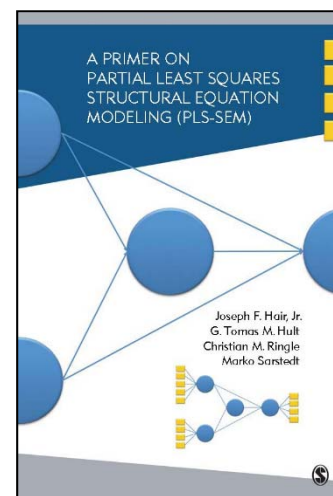
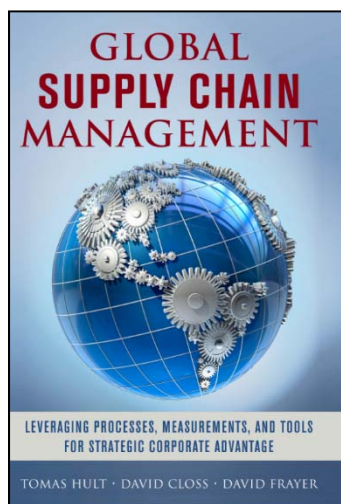
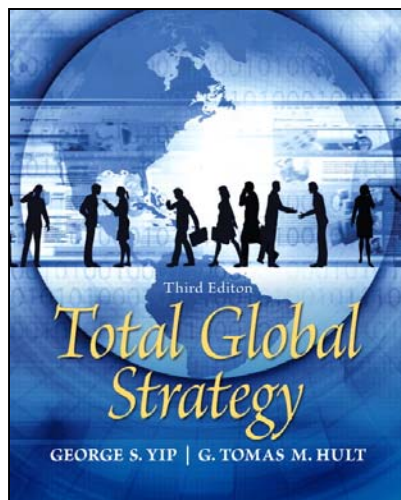
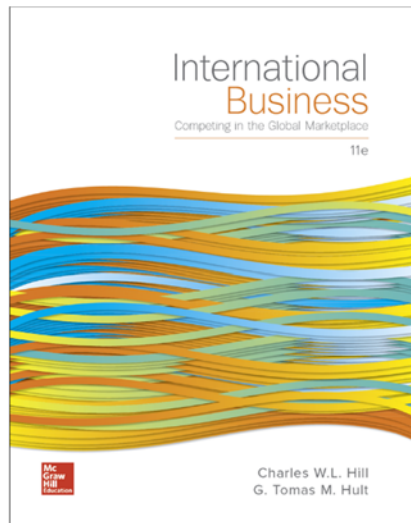
Hair, Joseph F., Jr., G. Tomas M. Hult, Christian Ringle, and Marko Sarstedt (2014), *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, Newbury Park, CA: Sage.

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 SCHOLARLY ARTICLES (Chronological)

Hair, Joseph F., G. Tomas M. Hult, Christian Ringle, Marko Sarstedt, and Kai Oliver Thiele (2017), "Mirror, Mirror on the Wall: A Comparative Evaluation of Composite-Based Structural Equation Modeling Methods," *Journal of the Academy of Marketing Science*, In Press.

Hult, G. Tomas M., Forrest V. Morgeson III, Neil A. Morgan, Sunil Mithas, and Claes Fornell (2017), "Do Firms Know What Their Customers Think and Why?" *Journal of the Academy of Marketing Science*, 45 (1), 37-54.

Fornell, Claes, Forrest V. Morgeson III, and G. Tomas M. Hult (2016), "Stock Returns on Customer Satisfaction Do Beat the Market: Gauging the Effect of a Marketing Intangible" *Journal of Marketing*, 80 (5), 92-107.

Fornell, Claes, Forrest V. Morgeson III, and G. Tomas M. Hult (2016), "An Abnormally Abnormal Intangible: Stock Returns on Customer Satisfaction," *Journal of Marketing*, 80 (5), 122-125.

Giebelhausen, Michael, HaeEun Helen Chun, J. Joseph Cronin, Jr., and G. Tomas M. Hult (2016), "Adjusting the Warm Glow Thermostat: How Incentivizing Participation in Voluntary Green Programs Moderates Their Impact on Service Satisfaction," *Journal of Marketing*, 80 (4), 56-71.

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*, 37 (7), 1448-1471.

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), 1-20.

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), 23-32.

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

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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.

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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.

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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.

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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)