

## G. TOMAS M. HULT



*Dr. Tomas Hult, PhD, 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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**MICHIGAN STATE**  
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## HULT PROFILE



Dr. Tomas Hult is the Byington Endowed Chair, Professor of Marketing and International Business, and Director of the 38-person International Business Center (IBC), including staff and students, 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 in international marketing, marketing strategy, supply chain management, and strategic management. He leverages this expertise on his radio show, globalEDGE Business Beat on the Michigan Business Network, where he interviews top business and academic leaders.

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, and board member of the International Trade Center of Mid-Michigan, Economic Club of Greater Lansing, and the Michigan Chapter of the German-American Chamber of Commerce as well as a member of the Swedish-American Chamber of Commerce. 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 brought in about \$40 million since he started at Michigan State University in 2001 to facilitate MSU's strategic efforts in international business and related fields.

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 in 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 dissertation from 1995 on the "internal marketing system" can be found here. 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 marketing, international business, and supply chain management. 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 42,000 times per Google Scholar, making him among the most cited marketing and international business scholars worldwide.

Professor Hult was selected the 2016 Academy of Marketing Science / CUTCO-Vector Distinguished Marketing Educator as the 2016 top marketing professor in the world for scholarly career achievements. He is an elected Fellow of the Academy of International Business (one of 97 scholars in the world bestowed with this honor and one of only

5 marketing scholars). 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, are 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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## INTERNATIONAL INNOVATOR

**S**INCE his arrival at the Broad College as a faculty member in 2001, Dr. Tomas Hult has both put the college on the global map and shined in research, thought-leadership, international relations, and scholarly achievements. In addition to serving as Director of the International Business Center, Dr. Hult is currently professor of Marketing and Byington Endowed Chair.

In a recent interview, Tomas said: "I like that we are entrenched in almost everything that is going on in Michigan in terms of international trade. For example, the IBC serves as a Regional Export Network for the State of Michigan, overseeing 24 of Michigan's 83 counties. This means that for all the companies going overseas from one of our counties, we are likely to interact with them to advise on strategies to increase their international competitiveness. The IBC provides real value to companies doing business internationally."

*"In his generation of marketing scholars, he is by far the eminent voice in both marketing strategy and international marketing."*

ROGER CALANTONE,  
MSU UNIVERSITY DISTINGUISHED PROFESSOR

Beyond the on-the-ground support the Center provides, Dr. Hult recognizes the critical importance of research to companies' bottom lines, whether they are local or international in scope. Looking back on his career and how his research has evolved, he sees the way that companies' value research as one of the greatest shifts in global business. "In everything I do, I try to have a strong connection to the overall value chain in international business; for example, in

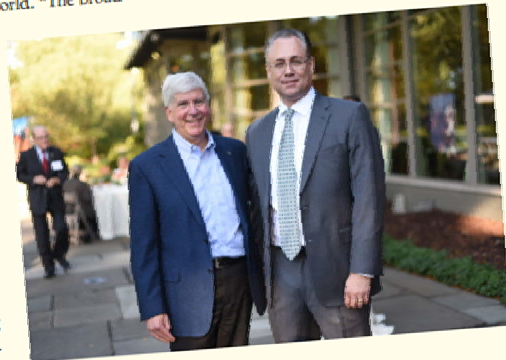
the International Business Center we leverage our expertise across various activities at the university, region, and country levels," Hult said.

Dr. Hult was selected the 2016 AMS/CUTCO-Vector Distinguished Marketing Educator by the Academy of Marketing Science – a recognition for lifetime achievements as the 2016 top marketing professor in the world. "The broad impact his work has on the global community is immense, and we are very proud to have him as a colleague here at the Broad College of Business," said Sanjay Gupta, Eli and Edythe L. Broad Dean. "In his generation of marketing scholars, he is by far the eminent voice in both marketing strategy and international marketing," said Roger Calantone, MSU University Distinguished Professor.

*"The broad impact his work has on the global community is immense, and we are very proud to have him as a colleague here at the Broad College of Business."*

SANJAY GUPTA,  
DEAN OF THE BROAD COLLEGE, MSU

Top: Tomas Hult and Rick Snyder,  
Governor of Michigan.  
Bottom: Tomas Hult with Tom Izzo,  
MSU Men's Basketball Coach.





## 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

Interim 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 about 90 countries (<http://aib.msu.edu>)

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

Faculty, International Marketing strategy, 1999 to 2000

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

Director, International Business Programs, 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 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

## SCHOLARLY CONTRIBUTIONS



### Selected Books

Hill, Charles W.L. and G. Tomas M. Hult (2018), *Global Business Today*, 10<sup>th</sup> Edition, McGraw-Hill.

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

Hollister, David, Ray Tadgerson, David Closs, and Tomas Hult (2016), *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.

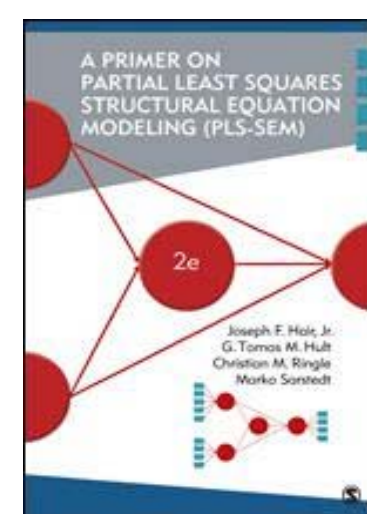
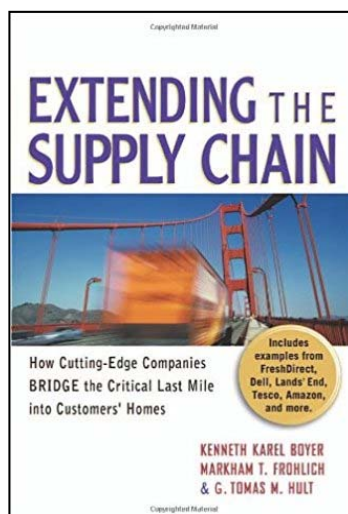
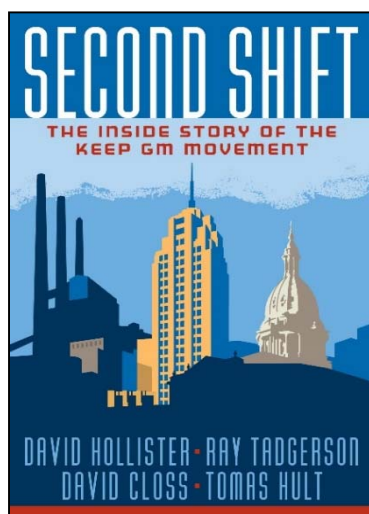
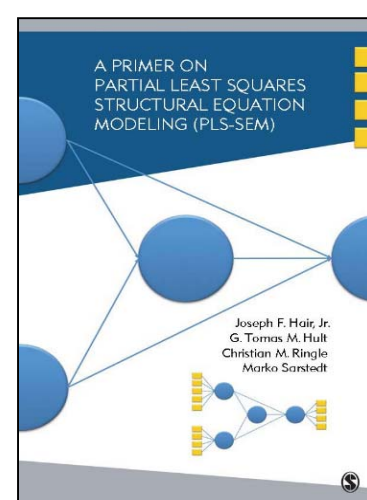
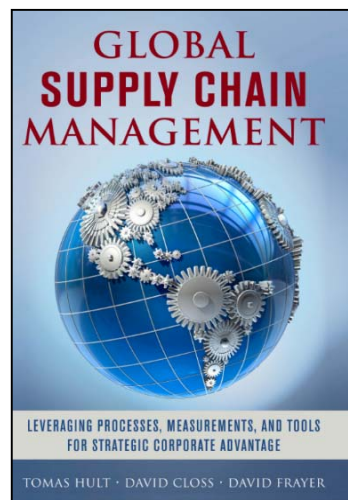
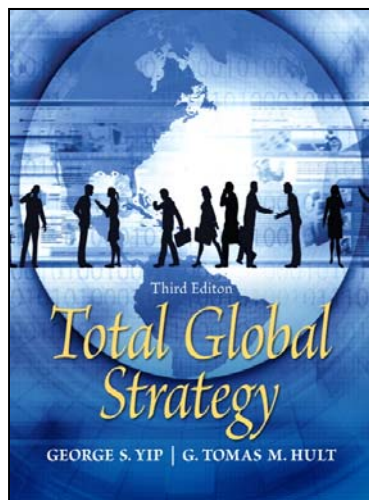
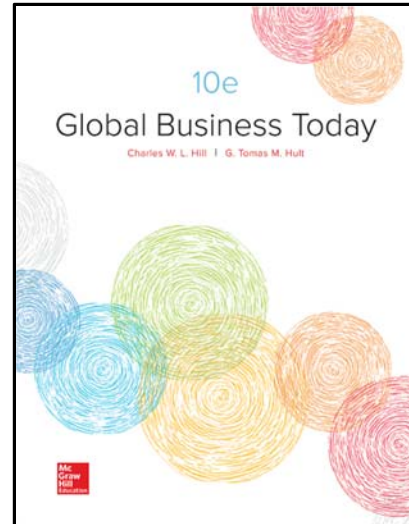
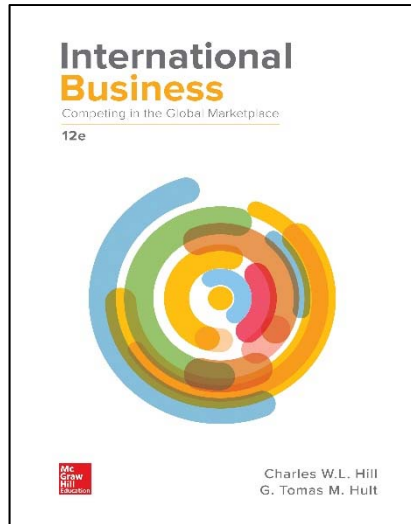
Hult, Tomas, David Closs, and David Frayer (2014), *Global Supply Chain Management: Leveraging Processes, Measurements, and Tools for Strategic Corporate Advantage*, McGraw-Hill Professional.

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*, 45 (5), 616-632.

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.

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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.

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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.

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

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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").

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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.

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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.

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## **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)