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

broad.msu.edu/facultystaff/hult/
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 DECs 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.


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.

Contact Tomas Hult at +1-5173534336 (Office) or hult@msu.edu. The mailing address is: Tomas Hult, Michigan State University, Eli Broad College of Business, 645 N. Shaw Ln., Room 7, East Lansing, MI 48864, USA. Or, browse the faculty page at Michigan State University at http://broad.msu.edu/facultystaff/hult for more information. And, find out more about Tomas Hult on Google Scholar, LinkedIn, Twitter, Facebook, Amazon, ResearcherID, ResearchGate, Orcid, Academia.edu, Social Science Research Network, Klout, YouTube, Mentors Guild, MSU Scholars, and MSU Expert.
INTERNATIONAL INNOVATOR

Since 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 scholastic 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.”

“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

Dr. Hult was selected the 2016 AMSCUSCO-Vecta 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 Calantine, 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 innovative business; for example, in

“...”
ACADEMIC EXPERIENCE

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


Selected Scholarly Articles (Chronological)


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”).


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)