

G. Tomas M. Hult



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

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MICHIGAN STATE
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HULT OVERVIEW

Dr. Tomas Hult is a worldwide thought leader in international business, marketing strategy, and global supply chains. He regularly speaks at global events (e.g., United Nations, World Investment Forum, European Commission) and publishes influential op-ed articles (e.g., The Hill, Time, Fortune, World Economic Forum). Dr. Hult has been featured on "Talks at Google" and his International Business textbook is #1 worldwide in market share. He is a member of the Expert Network of the World Economic Forum as well as United Nations / UNCTAD's Network of the World Investment Forum. Per Google Scholar, Dr. Hult is among the top-cited academicians in international business, marketing strategy, international marketing, and supply chain management. His latest trade book is "The Reign of the Customer: Customer-Centric Approaches to Improving Satisfaction," to be released by Palgrave MacMillan on January 8, 2020.



HULT BIOGRAPHY

Dr. Tomas Hult is the Byington Endowed Chair, Professor of Marketing and International Business, and Director of the 27-person International Business Center (IBC), including staff and students, in the 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 15 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) as well as an international trade service/research provider for all of Michigan's 83 counties. Dr. Hult's expertise and research focus are in marketing strategy, strategic management, supply chain management, and international business. The Broad College did a faculty spotlight on him recently. He leverages his expertise on the radio show globalEDGE Business Beat, which he hosts on the Michigan Business Network, interviewing business leaders and top academics.

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 Broad College of Business. Broad is consistently ranked among the top 15 schools for both U.S. graduate and undergraduate public business programs. Broad is also consistently among the top 10 institutions in international business research globally. With more than 8,000 undergraduate, masters, and doctoral students, Broad is one of the largest business schools in the country. Broad is accredited by AACSB and a member of the Global Business School Network. MSU is one of 62 members of the Association of American Universities.

Dr. Hult has been the Executive Director, Board Member, and Foundation President of the Academy of International Business (AIB) since 2004. He is President and 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 serves as a Commissioner on the Lansing Regional Sister Cities Commission (appointed by the mayor 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 a 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 \$40 million to MSU's International Business Center.

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 has served on the International Studies and Programs Executive Committee, Honorary Degree Committee, MSU President's Search 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. For example, the regional impact of IBC's export programs have been tremendous for years (the export programs were started by the center in 2007). Under the auspices of IBC's Michigan Export Growth Program (global.broad.msu.edu/megp), in the last year alone, 168 Michigan companies received IBC export assistance and attended events/trainings organized by IBC's Global Business Club of Mid-Michigan. In 2018, these companies collectively generated \$105.5 million in new export sales by achieving 939 new international market entries to 112 countries. It is estimated that one job is created for every \$210,000 in export sales in Michigan. Consequently, these companies created (or at least sustained) an estimated 502 jobs in the state of Michigan during the 2018 fiscal year. Also, IBC conducted 30 business outreach programs involving 4,474 businesspeople and 45 educational programs involving 2,336 higher education participants, ultimately impacting 154,980 students nationwide. [The International Business Center was awarded the U.S. President's "E" Award 2019 for "achievement in making significant contributions to an increase in U.S. exports" and for "sustained commitment to export expansion" at an event with Wilbur Ross, Secretary of the U.S. Department of Commerce \(May 23, 2019\). This is "the highest recognition any U.S. entity can receive for making a significant contribution to the expansion of U.S. exports."](#) In 2014, he started the "Byington Marketing Speaker Series," using funds from the endowed chair he holds to bring top marketing researchers to MSU's campus.

Dr. Tomas Hult is a well-known speaker and executive trainer in marketing strategy, supply chain management, international business. In a short video interview, Tomas discusses his global strategy training. He regularly speaks at high profile events (e.g., United Nations Conference on Trade and Development, World Investment Forum, European Commission, Swedish Entrepreneurship Forum) and publishes influential op-ed articles (e.g., The Hill, Time, Fortune, World Economic Forum, The Conversation). Some of his trade books include: *Second Shift*, featured in a "Talks at Google" (McGraw Hill) and *Global Supply Chain Management* (McGraw Hill Professional). He is also author of several academic textbooks, including the #1 market-share leading *Global Business Today and International Business "franchise"* with Charles W. L. Hill (McGraw Hill) as well as *Partial Least Squares (PLS) Path Modeling* (Sage). His dissertation from 1995 on the "internal marketing system" can be found [here](#). He is also working on a fall 2019 release of a business trade book titled "*The Reign of the Customer: Customer-Centric Approaches to Improving Satisfaction*" (Palgrave) with Claes Fornell, Forrest Morgeson, and David VanAmburg, and is targeting the release of his new-to-the-market *International Marketing* textbook in January 2021 (McGraw-Hill).

Based on his scholarship, [Dr. Hult is a member of the World Economic Forum's Expert Network](#), a group of some 5,000 world-leading experts from academia, business, government, and NGOs who are committed to shaping the global agenda and improving the state of the world. [He is also a member of the United Nations / UNCTAD's Network of the World Investment Forum](#). In research, Dr. 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 a recently developed ranking methodology (P-Rank), Dr. Hult was #3 in marketing in the last 20 years. [Overall, his research has been cited some 52,000 times per Google Scholar](#), making him currently the top cited scholar in the Broad College of Business (and among the top-cited at Michigan State University). He is Google Scholar top-ranked in

marketing strategy, international marketing, and supply chain management, among the top-20 all time in marketing, and top-ranked among active international business scholars.

Professor Hult was selected the 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 103 scholars in the world bestowed with this honor and one of only 6 marketing scholars). His work has also been recognized by the MSU Broad College with the Richard L. Lewis Quality of Excellence 2005 (The Lewis award is a service recognition given to faculty who have provided exemplary leadership to advance the mission of the college). [At Michigan State University, Dr. Hult was recognized with the Beal Outstanding Faculty Award](#) on February 5, 2019 (MSU's highest award "for outstanding total service to the University"). On June 27, 2019, [he was recognized with the John H. Dunning AIB Service Award \(the most prestigious service award given by the Academy of International Business\)](#) for outstanding service to AIB and for developing the world's scholarly ecosystem in international business.

[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 Consulting Editor for Journal of International Business Studies (JIBS); Consulting Editor for Journal of Supply Chain Management; and Associate Editor for Journal of Service Research; having previously served as Associate Editor of JIBS, Journal of Marketing, Journal of Operations Management, Decision Sciences, and International Journal of Research in Marketing. He also serves on the review boards of the Journal of Marketing, Strategic Management Journal, Global Strategy Journal, Journal of International Marketing, and International Marketing Review; having previously served on the review boards of Academy of Management Journal, Journal of Management, Journal of Retailing, and Industrial Marketing Management, 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). He is also a Research Associate for the American Customer Satisfaction Index (ACSI). With a background in mechanical engineering, Tomas worked for AB Uppsalabuss (Uppsala, Sweden) and Holmen AB (Hallsta, Sweden) prior to academe.

Contact Tomas Hult at +1-5173534336 (Office) or hult@msu.edu. Find out more about Dr. Hult on Google Scholar, LinkedIn, Twitter, Facebook, Amazon, Web of Science Publons, ResearcherID, ResearchGate, Orcid, World Economic Forum's Expert Network, Academia.edu, YouTube, Mentors Guild, MSU Scholars, and MSU Expert. The address is: Tomas Hult, Michigan State University, Broad College of Business, 645 N. Shaw Ln., Room 7, East Lansing, MI 48864, USA. Browse the faculty page at broad.msu.edu/facultystaff/hult.

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."

"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, Broad College of Business, East Lansing, Michigan

Byington Endowed Chair, International Marketing, 2013 to Current

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

Eli Broad Professor, 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, Marketing and International Business, 1999 to 2000

Assistant Professor, Marketing and International Business, 1996 to 1999

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

Assistant Professor, Marketing and International Business, 1995 to 1996

Visiting Assistant Professor, 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

Fornell, Claes, Forrest Morgeson III, Tomas Hult, and David VanAmburg (2020), *The Reign of the Customer: Customer-Centric Approaches to Improving Satisfaction*, London, United Kingdom: Palgrave MacMillan.

Hill, Charles W.L. and G. Tomas M. Hult (2020), *Global Business Today*, 11th Edition, McGraw-Hill Education.

Hill, Charles W.L. and G. Tomas M. Hult (2019), *International Business*, 12th Edition, McGraw-Hill Education.

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)*, 2nd Edition (First Edition 2014), Newbury Park, CA: Sage.

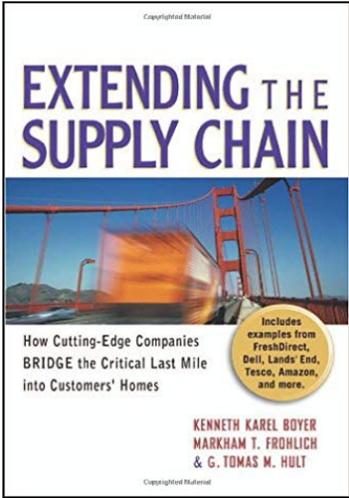
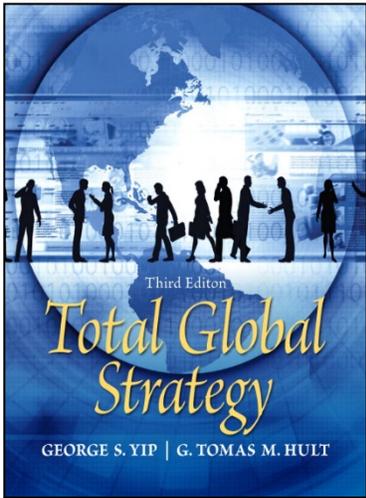
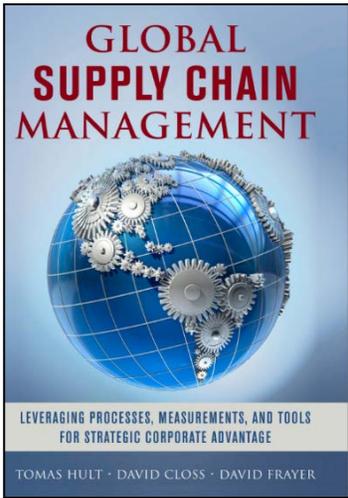
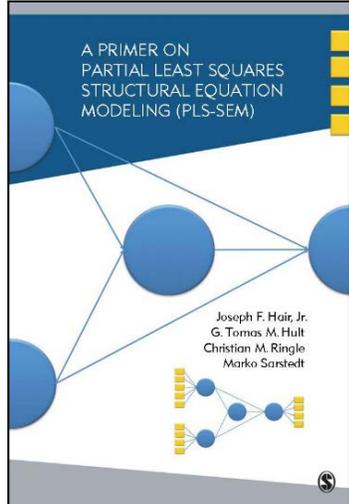
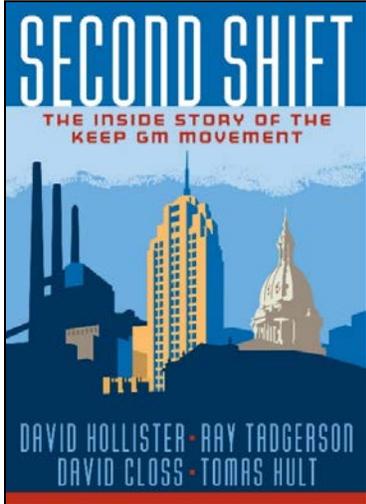
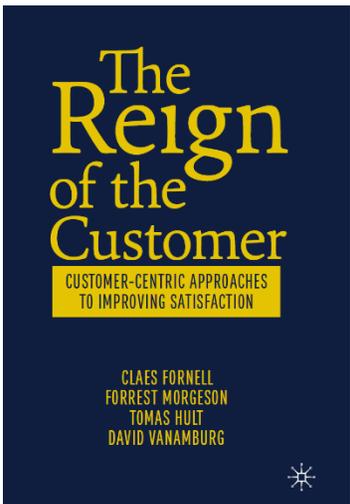
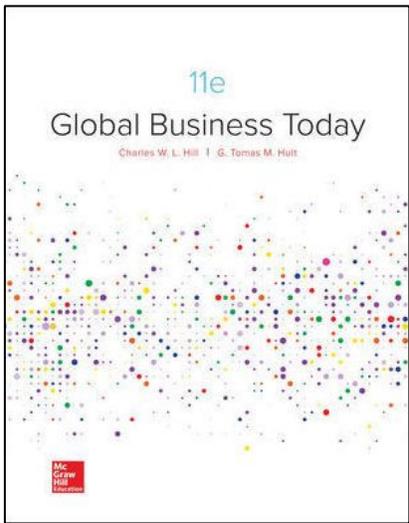
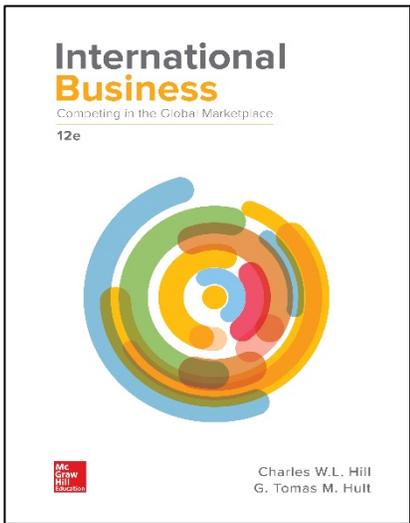
Hollister, David, Ray Tadgerson, David Closs, and Tomas Hult (2016), *Second Shift: The Inside Story of the Keep GM Movement*, McGraw Hill Professional.

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

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)

Hong, Paul, Tobias Schoenherr, G. Tomas M. Hult, Walter Zinn, and Thomas J. Goldsby (2019), “Cross-Functional Management and Base-of-Pyramid Issues in Logistics and Supply Chain Management,” *Journal of Business Logistics*, 40 (2), 76-80.

Koufteros, Xenophon, Guanyi Lu, Srinivas Talluri, and G. Tomas M. Hult (2019), “Deployment of Supply Chain Security Strategies: Antecedents and Consequences,” *Decision Sciences*, 50 (3), 459-497.

Hult, G. Tomas M., Pratyush Nidhi Sharma, Forrest V. Morgeson III, and Yufei Zhang (2019), “Antecedents and Consequences of Customer Satisfaction: Do They Differ Across Online and Offline Purchases?” *Journal of Retailing*, 95 (1), 10-23.

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.

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.

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.

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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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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.

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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, and 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.

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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.

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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.

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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.

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.

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Industrial Marketing and Purchasing Group (IMP)

Institute for Operations Research & Management Sciences (INFORMS)

Institute for Supply Management (ISM)

Strategic Management Society (SMS)