

VICTOR V. CHERNETSKY

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PROFILE

Marketing doctoral student with over 15 years of managerial experience at the leading multinational companies such as Procter & Gamble, Wrigley, and Samsung Electronics.

EDUCATION

Ph.D.	Marketing <i>Michigan State University, East Lansing, MI</i>	Expected May 2022
Master's	International Business Management <i>Kyiv National Economic University, Ukraine</i>	1998
Bachelor's	International Economics <i>Kyiv National Economic University, Ukraine</i>	1997

RESEARCH INTERESTS

Centered on marketing strategy with specific emphasis on managerially relevant issues related to firm strategic orientations, marketing-sales interface, and marketing at the C-Suite.

WORKING PAPERS

- Firm Strategic Orientations, title withheld, with Ahmet H. Kirca and Udit Sharma.
- Firm Strategic Orientations: Meta-Analysis, title withheld, with Ahmet H. Kirca.
- Top Management and Firm Strategic Orientations, title withheld, with Ahmet H. Kirca, Pravin Nath, and Udit Sharma.
- Marketing-Sales Interface, title withheld, with Douglas E. Hughes and Avinash Malshe.
- Marketing-Sales Interface, title withheld, with Douglas E. Hughes and Wyatt A. Schrock.
- Chief Marketing Officers, title withheld, with Ahmet H. Kirca.

CONFERENCE PROCEEDINGS AND PRESENTATIONS

Chernetsky, Victor V. and Douglas E. Hughes, "The Role of Senior Executives and Organizational Culture in the Management of Conflict Between Marketing and Sales."

- *Haring Symposium*, Bloomington, IN, April 2020 (expected).
- *American Marketing Association Winter Academic Conference*, San Diego, CA, February 2020 (expected).

Chernetsky, Victor V. and Douglas E. Hughes, "A Matter of Trust: Conflict Management at the Marketing-Sale Interface."

- *28th Annual Robert Mittelstaedt Doctoral Symposium*, Lincoln, NE, March 2019.

Chernetsky, Victor V., Douglas E. Hughes, and Valerie Good, "A Blessing in Disguise: The Role of Conflict at the Marketing-Sales Interface."

- *American Marketing Association Summer Academic Conference*, Boston, MA, August 2018.

GRANTS

- \$5,000, Sales Education Foundation Research Grant, Primary Investigator, "The Role of Senior Executives and Organizational Culture in Management of Conflict Between Sales and Marketing," with Douglas E. Hughes, 2019.

HONORS AND AWARDS

- Haring Symposium Fellow and Presenter, Indiana University, 2020.
- Donald A. and Shirley M. Taylor Research Excellence Award, 2020.
- 28th Annual Robert Mittelstaedt Doctoral Symposium Fellow and Presenter, University of Nebraska-Lincoln, 2019.
- Graduate Office Fellowship Award, Michigan State University, 2019.
- Baylor Fellowship, AMA Faculty Consortium: New Horizons in Selling and Sales Management, 2018.
- Graduate Office Fellowship Award, Michigan State University, 2018.

PROFESSIONAL SERVICE

Ad Hoc Journal Reviewer:

- *European Journal of Marketing*.

Conference Reviewer:

- Academy of International Business Conference, 2020.
- American Marketing Association Global Marketing SIG Conference, 2020.
- American Marketing Association Winter Academic Conference, 2020.
- Academy of Marketing Science Annual Conference, 2019.
- American Marketing Association Summer Academic Conference, 2018.

Judge:

- All-MSU Sales Competition, Michigan State University, 2019.

ACADEMIC EXPERIENCE

Michigan State University

Graduate Research Assistant

2017 - present

TEACHING EXPERIENCE

Michigan State University

Instructor

2017 - present

- MKT 317: Quantitative Business Research Methods (2019).
- MKT 310: International Business (2019).
- MKT 300: Managerial Marketing (2018).

Edinburgh Business School Eastern Europe

Tutor of Marketing

2013 - 2017

- Marketing course at the MBA program.

INDUSTRY EXPERIENCE

Samsung Electronics, Kyiv, Ukraine

2011 - 2012

Head of Corporate Marketing Department

- Led marketing efforts for \$800 million multi-category business.
- Restructured, hired, trained, and managed 39-person marketing team.
- Gained market leadership in the smartphone and washing machine categories.
- Achieved highest ever consumer brand tracking KPIs in 2012.

Ukrdruk, Kyiv, Ukraine

2006 - 2011

Managing Partner

- Managed printing business with full P&L responsibility.
- Achieved fivefold revenue growth within 2 years.
- Led new business development (expansion and start-up).

Wrigley, Kyiv, Ukraine

2002 - 2006

Regional Marketing Manager

- Managed marketing activities for \$140 million business across 12 countries.
- Developed and implemented new marketing strategy in Ukraine resulting in market share growth from 56% to 75% within 2 years.
- Launched high margin Orbit Professional brand extension with one of the best results in Europe (>5% share in the company portfolio).

Efes Beverage Group, Istanbul, Turkey (HQ) / Odessa, Ukraine

2000 - 2002

Marketing Manager

- Provided strategic and operational marketing support to the country marketing groups (Ukraine and Kazakhstan); managed/coordinated key regional projects.
- Developed brands in the new product categories (soft drink and mineral water).
- Improved brand perception, sales, and profitability of Chernomor beer brand via introduction of the super-premium brand extension (novelty for the category).

Procter & Gamble, Kyiv, Ukraine

1997 - 2000

Asst. Brand Manager

- Responsible for volume, market share, and profit of several fabric care brands.
- Developed and implemented marketing strategies and brand support activities.
- Re-launched Bonux detergent in Ukraine with 350% sales growth.

Ukrainian Press Agency, Kyiv, Ukraine

1996 - 1997

Editor-in-Chief

- Managed and edited *Ukrainian Statistics Report*.
- Conducted analysis of the Ukrainian macro-economic trends.

DOCTORAL COURSEWORK

Substantive

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|--|-------------------|
| • Marketing Theory and Critical Analysis | Ahmet H. Kirca |
| • International Business Theory | Ahmet H. Kirca |
| • Independent Research Study | Ahmet H. Kirca |
| • Marketing Relations | Douglas E. Hughes |
| • Marketing Strategy | G. Tomas M. Hult |
| • Pro-seminar in Marketing | G. Tomas M. Hult |

Methods

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| • Research Design in Marketing | Clay M. Voorhees |
| • Statistical Models in Marketing | Roger J. Calantone |
| • Organizational Research Methods | John R. Hollenbeck |
| • Advanced Organizational Research Methods | Brent A. Scott |
| • Introduction to Econometric Methods | Stephen A. Woodbury |
| • Advanced Econometric Methods | Timothy J. Vogelsang |
| • Quantitative Methods in Educational Research | Spyros Konstantopoulos |
| • Quantitative Methods in Public Policy | Leslie E. Papke |

Seminars and Workshops

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| • Theory Construction Workshop, 2019 | Ajay Kohli |
| • Early Summer Tutorial in Modern Applied Tools of Econometrics (ÊSTIMATE), 2018 | Jeffrey M. Wooldridge & Timothy J. Vogelsang |

PROFESSIONAL AFFILIATIONS

- American Marketing Association (AMA).
- Procter and Gamble (P&G) Alumni Network.

LANGUAGES

- English, Russian, Ukrainian.

REFERENCES

- Available upon request.