

VICTOR V. CHERNETSKY

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PROFILE

Marketing Ph.D. candidate (ABD) with over 15 years of managerial experience at leading multinational firms such as Procter & Gamble, Wrigley Company, and Samsung Electronics.

EDUCATION

Ph.D.	Marketing <i>Michigan State University, East Lansing, MI</i>	expected May 2023
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

Managerially relevant issues related to firm strategic orientations, marketing in the C-Suite, interfunctional collaboration, and international marketing.

RESEARCH GRANTS

- \$7,200, **MSU-CIBER**, “The Role of National Context in Firm Strategic Orientations: A Meta-Analysis,” with Ahmet H. Kirca, 2020.
- \$5,000, **Sales Education Foundation** (SERG201901), Principal Investigator, “The Role of Senior Executives and Organizational Culture in Management of Conflict Between Sales and Marketing,” with Douglas E. Hughes, 2019.

RESEARCH UNDER REVIEW OR REVISION

Chernetsky, Victor V., Douglas E. Hughes, and Wyatt A. Schrock, “Title Withheld,” under 2nd review at *Industrial Marketing Management*.

RESEARCH IN PROGRESS

“Meta-Analysis 1, Generic Title,” with Ahmet H. Kirca. Status: conducting data analysis.
“Firm Strategic Orientation, Generic Title,” with Ahmet H. Kirca. Status: conducting data analysis.

“Chief Marketing Officers, Generic Title,” with Ahmet H. Kirca. Status: collecting data.

“Meta-Analysis 2, Generic Title,” with Ahmet H. Kirca. Status: data collected.

“Meta-Analysis 3, Generic Title,” with Ahmet H. Kirca. Status: data collected.

“Marketing-Sales Interface, Generic Title,” with Douglas E. Hughes. Status: conducting data analysis.

“Top Management Team Marketing Capabilities, Generic Title,” with Ahmet H. Kirca, Pravin Nath, and Udit Sharma. Status: conducting data analysis.

“Salespeople Personality Traits, Generic Title,” with Wyatt A. Schrock, Yanhui Zhao, and Cindy Liu. Status: conducting data analysis.

REFEREED CONFERENCE PROCEEDINGS

Chernetsky, Victor V. and Ahmet H. Kirca (2021), “Chief Marketing Officer Political Skill and Marketing Department’s Influence,” in *AMA Winter Academic Conference Proceedings*, Alan Malter, Stacey Menzel Baker, and Subin Im, Eds. Chicago, IL: American Marketing Association, [Vol. 32](#): p. 195.

Chernetsky, Victor V. and Douglas E. Hughes (2020), “The Role of Senior Executives and Organizational Culture in the Management of Conflict Between Marketing and Sales,” in *AMA Winter Academic Conference Proceedings*, Bryan Lukas and O.C. Ferrell, Eds. Chicago, IL: American Marketing Association, [Vol. 31](#): SMP-15.

Chernetsky, Victor V., Douglas E. Hughes, and Valerie Good (2018), “A Blessing in Disguise: The Role of Conflict at the Marketing-Sales Interface,” in *AMA Summer Academic Conference Proceedings*, David Gal, Kelly Hewett, and Satish Jayachandran, Eds. Chicago, IL: American Marketing Association, [Vol. 29](#): SS-21.

OTHER PUBLICATIONS

Chernetsky, Victor and Farnoush Reshadi (2020), “Unintended Consequences of Viagra Advertising,” *Journal of Marketing Research Scholarly Insights*, [July 9](#).

CONFERENCE PRESENTATIONS

Chernetsky, Victor V., “The Impact of Chief Marketing Officer on Firm Resource Allocation Decisions in Multinational Companies.” Paper to be presented at the *2021 AIB Conference*, virtual, July 2021.

Chernetsky, Victor V. and Ahmet H. Kirca, “Chief Marketing Officer Political Skill and Marketing Department’s Influence.” Paper presented at the *2021 AMA Winter Academic Conference*, virtual, February 2021.

Chernetsky, Victor V. and Ahmet H. Kirca, “Chief Marketing Officer Political Skill and Marketing Department’s Influence.” Paper presented at the *AIB 2020: Journal of*

International Marketing / International Marketing Review Paper Development Workshop, virtual, July 2020.

Chernetsky, Victor V. and Douglas E. Hughes, “The Role of Senior Executives and Organizational Culture in the Management of Conflict Between Marketing and Sales.” Paper presented at the *50th Annual Haring Symposium*, virtual, April 2020.

Chernetsky, Victor V. and Douglas E. Hughes, “The Role of Senior Executives and Organizational Culture in the Management of Conflict Between Marketing and Sales.” Paper presented at the *2020 AMA Winter Academic Conference*, San Diego, CA, February 2020.

Chernetsky, Victor V. and Douglas E. Hughes, “A Matter of Trust: Conflict Management at the Marketing-Sale Interface.” Paper presented at the *28th Annual 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.” Paper presented at the *2018 AMA Summer Academic Conference*, Boston, MA, August 2018.

AWARDS, HONORS, AND NON-RESEARCH GRANTS

- 56th AMA-Sheth Foundation Doctoral Consortium Fellow, Indiana University, 2021 (forthcoming).
- Global Speaker Program Grant, MSU-CIBER, 2021.
- Donald A. and Shirley M. Taylor Research Excellence Award, Michigan State University, 2021.
- 50th Annual Haring Symposium Fellow and Presenter, Indiana University, 2020.
- Donald A. and Shirley M. Taylor Research Excellence Award, Michigan State University, 2020.
- 28th Annual Robert Mittelstaedt Doctoral Symposium Fellow and Presenter, University of Nebraska-Lincoln, 2019.
- Christine S. Carter Student Parents Scholarship, Michigan State University, 2019.
- Baylor University Fellowship, AMA Faculty Consortium: New Horizons in Selling and Sales Management, 2018.
- Graduate Office Doctoral Fellowship, Michigan State University, 2018-2021.

PROFESSIONAL SERVICE

Journal Reviewer

- *Industrial Marketing Management*, 2020 (x2), 2021 (x2).
- *Journal of International Marketing*, 2020.
- *European Journal of Marketing*, 2018.

Conference Reviewer

- AMA Winter Academic Conference, 2020 (x2), 2021.

- AMA Summer Academic Conference, 2018 (x2), 2021.
- AMA Global Marketing SIG Conference, 2020.
- Academy of International Business Conference, 2020, 2021.
- Academy of Marketing Science Annual Conference, 2019, 2021.

Session Chair

- “Responsible, Ethical, and Social Innovation,” JPIM Research Forum of Product Development and Management Association (PDMA), 2020.

UNIVERSITY SERVICE

Team Advisor

- MSU Undergraduate International Case Team
 - NASBITE International Student Case Competition, 2021.
 - UMSL-CUIBE International Business Case Competition, 2021.
 - 4th place, BisNet International Case Competition, 2020.

Faculty Advisor

- MSU International Business Organization, 2021.

Judge

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

ACADEMIC EXPERIENCE

Michigan State University	2017 - present
<i>Graduate Research Assistant</i>	

TEACHING EXPERIENCE

Michigan State University	2017 - present
<i>Instructor</i>	

- International Business, 2021 (x2), forthcoming.
- International Business, 2020.
- International Business, 2019.
- Quantitative Business Research Methods, 2019.
- Managerial Marketing, 2018.

Teaching Assistant

- Market Analytics, 2020.

Edinburgh Business School Eastern Europe	2013 - 2017
<i>Tutor of Marketing</i>	

- Marketing Course, MBA program (x3).

INDUSTRY EXPERIENCE

- Samsung Electronics, Kyiv, Ukraine** 2011 - 2012
Head of Corporate Marketing Department
- Led marketing efforts for Samsung's \$800 million business in Ukraine.
 - Restructured, hired, trained, and managed a 39-person marketing department 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 & publishing house.
 - Achieved fivefold revenue growth within 2 years.
 - Led new business development (expansion and start-up).
- Wrigley Company, Kyiv, Ukraine** 2002 - 2006
Regional Marketing Manager
- Head of marketing for Wrigley's \$140 million business across 12 countries.
 - Developed and implemented the 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 teams (Ukraine and Kazakhstan); managed/coordinated key regional projects.
 - Led new product development of two brands (soft drink and mineral water).
 - Improved brand perception, revenue, and profitability of Chernomor beer brand via the introduction of the super-premium brand extension (a novelty for the market).
- Procter & Gamble, Kyiv, Ukraine** 1997 - 2000
Asst. Brand Manager
- Responsible for profit, revenue, and market share 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, Ukrainian Statistics Report
- Managed newsletter focused on the analysis of macroeconomic trends in Ukraine.

DOCTORAL COURSEWORK

Substantive

- | | |
|--|----------------|
| • Marketing Theory and Critical Analysis | Ahmet H. Kirca |
| • International Business Theory | Ahmet H. Kirca |
| • Independent Research Study | Ahmet H. Kirca |

- Marketing Relations
- Marketing Strategy
- Pro-seminar in Marketing

Douglas E. Hughes
G. Tomas M. Hult
G. Tomas M. Hult

Methods

- Statistical Models in Marketing
- Research Design in Marketing
- Organizational Research Methods
- Advanced Organizational Research Methods
- Introduction to Econometric Methods
- Advanced Econometric Methods
- Quantitative Methods in Educational Research
- Quantitative Methods in Public Policy

Roger J. Calantone
Clay M. Voorhees
John R. Hollenbeck
Brent A. Scott
Stephen A. Woodbury
Timothy J. Vogelsang
Spyros Konstantopoulos
Leslie E. Papke

Seminars and Workshops

- Theory Construction Workshop
- Early Summer Tutorial in Modern Applied Tools of Econometrics (ÊSTIMATE)
- AIB 2020 Pre-Conference Research Workshop: Introduction to Meta-Analysis
- Python: Web-Scraping and Data-Cleaning for Research
- R Skills for Data Science: MSU CSTAT Certificate Course
- Summer Online Instruction Readiness for Educational Excellence (SOIREE)

Ajay Kohli
Jeffrey M. Wooldridge &
Timothy J. Vogelsang
Ahmet H. Kirca

Noah Stoffman

Marianne Huebner

Jeremy Van Hof

MEDIA COVERAGE AND INTERVIEWS - ACADEMIA

- [MSU-CIBER](#), Broad students compete at BisNet IB case competition, November 2020.
- [Broad College of Business](#), Doctoral candidate receives grant for sales and marketing research, November 2019.
- [Sales Education Foundation](#), SEF awards three research grants, July 2019.

MEDIA COVERAGE AND INTERVIEWS - INDUSTRY

- [STB](#) (national TV), Samsung Galaxy S3 launch in Ukraine, June 2012.
- [ICTV](#) (national TV), Samsung Galaxy S3 launch in Ukraine, June 2012.
- [Ain.ua](#), Samsung Electronics partnership with Biennale “Arsenale 2012,” May 2012.
- [Novy](#) (national TV), Samsung Electronics partnership with Kenzo Takada, March 2012.
- [Viva!](#), Samsung Electronics partnership with Kenzo Takada, March 2012.
- [Sostav.ua](#), Interview with the marketing director of Samsung Electronics, January 2012.
- [First Business](#) (TV), Samsung Galaxy Note launch in Ukraine, December 2011.

- [*Marketing Media Review*](#), Interview with Samsung's marketing director, December 2011.
- [*Sostav.ua*](#), New marketing director at Samsung Electronics, November 2011.
- [*AdReport*](#), Wrigley's new media agency, December 2005.
- [*New Marketing*](#), Tactical methods of product withdrawal from the market, January 2004.
- [*Just-Drinks*](#), Efes Ukraine to boost output by 150%, April 2002.

PROFESSIONAL AFFILIATIONS

- American Marketing Association (AMA).
- Academy of International Business (AIB).
- Product Development and Management Association (PDMA).
- Procter and Gamble (P&G) Alumni Network.

LANGUAGES

- English, Russian, Ukrainian.

REFERENCES

- Available upon request.