

VICTOR V. CHERNETSKY

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PROFILE

Marketing Ph.D. candidate (ABD) with nearly 20 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</i> , East Lansing, MI	expected May 2023
Master's	International Business Management <i>Kyiv National Economic University</i> , Ukraine	1998
Bachelor's	International Economics <i>Kyiv National Economic University</i> , Ukraine	1997

RESEARCH INTERESTS

Managerially relevant problems 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 3rd review at *Industrial Marketing Management*.

Chernetsky, Victor V., Douglas E. Hughes, and Doug Walker, title withheld, under review at *European Journal of Marketing*.

RESEARCH IN PROGRESS

“Firm Strategic Orientations and Firm Performance: Meta-Analysis,” with Ahmet H. Kirca.
Status: finalizing manuscript. Target: *Journal of Marketing*.

- “Firm Strategic Orientations and Innovation,” with Ahmet H. Kirca. Status: conducting data analysis. Target: *Journal of Marketing*.
- “Top Management Team Marketing Capabilities,” with David A. Griffith, Ahmet H. Kirca, and Ralph Park. Status: conducting data analysis. Target: *Journal of Marketing*.
- “Firm Strategic Orientations and National Culture: Meta-Analysis,” with Ahmet H. Kirca. Status: conducting data analysis. Target: *Journal of International Business Studies*.
- “Chief Marketing Officers,” with Ahmet H. Kirca. Status: conducting data collection. Target: *Journal of the Academy of Marketing Science*.
- “Salespeople Personality Traits,” with Wyatt A. Schrock, Douglas E. Hughes, Yanhui Zhao, and Cindy Liu. Status: conducting data analysis. Target: *Journal of Marketing*.

REFEREED CONFERENCE PROCEEDINGS

- Chernetsky, Victor V., Douglas E. Hughes, and Doug Walker (2022), “Conflict Management at the Marketing-Sales Interface,” in *AMA Winter Academic Conference Proceedings*, [Vol. 33](#), p. 784, Ashlee Humphreys, Grant Packard, and Katrijn Gielens, eds. Chicago, IL: American Marketing Association.
- Kirca, Ahmet H. and Victor V. Chernetsky (2022), “Drivers of Firm Customer Centricity: A Meta-Analytic Review of the Role of National Culture,” in *AMA Winter Academic Conference Proceedings*, [Vol. 33](#), p. 517, Ashlee Humphreys, Grant Packard, and Katrijn Gielens, eds. Chicago, IL: American Marketing Association.
- Chernetsky, Victor V. and Ahmet H. Kirca (2021), “Chief Marketing Officer Political Skill and Marketing Department’s Influence,” in *AMA Winter Academic Conference Proceedings*, [Vol. 32](#): p. 195, Alan Malter, Stacey Menzel Baker, and Subin Im, eds. Chicago, IL: American Marketing Association.
- 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*, [Vol. 31](#): SMP-15, Bryan Lukas and O.C. Ferrell, eds. Chicago, IL: American Marketing Association.
- 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*, [Vol. 29](#): SS-21, David Gal, Kelly Hewett, and Satish Jayachandran, eds. Chicago, IL: American Marketing Association.

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. (as Discussant), *52nd Annual Haring Symposium*, Bloomington, IN, April 2022, planned.

- Kirca, Ahmet H. and Victor V. Chernetsky, "Setting up an Internal International Business Case Competition at the University: Key Challenges and Opportunities," *2022 NASBITE International Annual Conference*, virtual, March 2022, planned.
- Chernetsky, Victor V., Douglas E. Hughes, and Doug Walker, "Conflict Management at the Marketing-Sales Interface," *2022 AMA Winter Academic Conference*, Las Vegas, NV, February 2022.
- Kirca, Ahmet H. and Victor V. Chernetsky, "Drivers of Firm Customer Centricity: A Meta-Analytic Review of the Role of National Culture," *2022 AMA Winter Academic Conference*, Las Vegas, NV, February 2022.
- Chernetsky, Victor V., "The Impact of Chief Marketing Officer on Firm Resource Allocation Decisions in Multinational Companies," *2021 AIB Conference*, virtual, July 2021.
- Chernetsky, Victor V. and Ahmet H. Kirca, "Chief Marketing Officer Political Skill and Marketing Department's Influence," *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," *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," *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," *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," *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," *2018 AMA Summer Academic Conference*, Boston, MA, August 2018.

AWARDS, HONORS, AND NON-RESEARCH GRANTS

- 52nd Annual Haring Symposium Fellow and Discussant, Indiana University, 2022.
- Professional Development Grant, MSU-CIBER, 2021.
- MSU Ethics Symposium Graduate Award, Michigan State University, 2021.
- 56th AMA-Sheth Foundation Doctoral Consortium Fellow, Indiana University, 2021.
- Colleges Online Learning Academy (COLA) fellowship, Michigan State University, 2021.
- 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, 2018-2022.

PROFESSIONAL SERVICE

Journal Reviewer

- *Journal of the Academy of Marketing Science*, 2021.
- *Industrial Marketing Management*, 2020 (x2), 2021 (x8), 2022 (x2).
- *Journal of International Marketing*, 2020.
- *European Journal of Marketing*, 2018.

Conference Session Chair

- “Focusing on the Customer in International Markets,” AMA Winter Academic Conference, 2022.
- “Upper Echelon and Firm Performance,” Academy of International Business (AIB) Conference, 2021.
- “Responsible, Ethical, and Social Innovation,” JPIM Research Forum of Product Development and Management Association (PDMA), 2020.

Conference Reviewer

- AMA Winter Academic Conference, 2020 (x2), 2021.
- AMA Summer Academic Conference, 2018 (x2), 2021.
- AMA Global Marketing SIG Conference, 2020, 2021.
- Academy of International Business Conference, 2020, 2021, 2022 (x2).
- Academy of Marketing Science Annual Conference, 2019, 2021.

UNIVERSITY SERVICE

Academic Coordinator

- Inaugural Broad College International Business Case Competition, 2021.

Academic Advisor

- MSU International Business Student Organization, 2021-2022.

Student Team Advisor

- NASBITE International Student Case Competition, 2022.
- UMSL-CUIBE International Business Case Competition, 2021.
- NASBITE International Student Case Competition, 2021.
- 4th place, BisNet International Case Competition, 2020.

Facilitator and Notetaker

- MSU Ethics Symposium, Michigan State University, 2021.

Judge

- Broad College International Business Case Competition, 2021.
- All-MSU Sales Competition, Michigan State University, 2019.

TEACHING INTERESTS

- Marketing Strategy, Marketing Management, International Business/Marketing.
- Managerially focused courses at undergraduate and MBA levels.

TEACHING EXPERIENCE

Michigan State University 2017 - present

Instructor

- International Business, 2022 (x2), planned.
- International Business, 2021 (x2).
- International Business, 2020.
- International Business, 2019.
- Quantitative Business Research Methods, 2019.
- Managerial Marketing, 2018.

Teaching Assistant

- Market Analytics, 2020.

Edinburgh Business School Eastern Europe 2014 - 2017

Tutor of Marketing

- MBA Marketing Course (x3).

SELECTED 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

- Co-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.

Miscellaneous

- Co-founded and managed 6 startups.
- Conducted multiple consultancy projects.
- Co-published “Hazard”, the first locally developed neo-noir graphic novel in Ukraine.

MARKETING AWARDS - INDUSTRY

- *Effie Ukraine Awards*
 - Democratic Alliance party, business challenge, 2014.
 - Democratic Alliance party, political campaign, 2014.
 - Democratic Alliance party, small budget, 2014.
- *X-Ray Marketing Awards*
 - Samsung, best international brand in Ukraine, 2012.
- *KomMissia, VIII Moscow International Comics Festival*
 - “Hazard” graphic novel, album of the year, 2009.
 - “Hazard” graphic novel, Allcomics.ru special prize, 2009.
- *Choice of the Year in Ukraine*
 - Orbit, best chewing gum, 2003-2006.
- *Kyiv Professional Beer Festival*
 - Chernomor, two gold and one silver medals, 2001.

DOCTORAL COURSEWORK

Substantive

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

Methods

- | | |
|-----------------------------------|--------------------|
| ● Statistical Models in Marketing | Roger J. Calantone |
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- 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

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

PROFESSIONAL DEVELOPMENT

- Machine Learning Methods in Business and Economics Research, Anjana Susarla, 2022.
- Colleges Online Learning Academy (COLA), Michigan State University, 2021.
- Python: Web-Scraping and Data-Cleaning for Research, Noah Stoffman, 2021.
- AIB 2020 Research Workshop: Introduction to Meta-Analysis, Ahmet H. Kirca, 2020.
- R Skills for Data Science: MSU CSTAT Certificate Course, Marianne Huebner, 2020.
- Summer Online Instruction Readiness for Educational Excellence (SOIREE), Michigan State University, 2020.
- Theory Construction Workshop, Ajay K. Kohli, 2019.
- Early Summer Tutorial in Modern Applied Tools of Econometrics (ÊSTIMATE), Jeffrey M. Wooldridge & Timothy J. Vogelsang, 2018.

MEDIA COVERAGE AND INTERVIEWS - ACADEMIA

- [*Broad College of Business*](#), MSU's International Business Center hosts inaugural case competition, November 2021.
- [*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.
- [*PRLog*](#), Sales Education Foundation Awards \$15,000 in 2019 Sales Research Grant Program, July 2019.

MEDIA COVERAGE AND INTERVIEWS - INDUSTRY

- [*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.
- [*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).
- Procter and Gamble (P&G) Alumni Network.

INTERNATIONAL EXPERIENCE

- Managed business projects across ~20 countries.
- Travelled to ~40 countries.

LANGUAGES

- English, Russian, Ukrainian.

REFERENCES

- Available upon request.