

VICTOR V. CHERNETSKY

Eli Broad College of Business
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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.

INDUSTRY CAREER HIGHLIGHTS

- Business size: from start-up to \$800 million business.
- People management: managed large teams of up to 39 people.
- Budget management: oversaw marketing budgets above \$25 million.
- Industries: FMCG, consumer electronics, printing, publishing, education, etc.

EDUCATION

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|-------------------|---|-------------------|
| 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, innovation, the marketing-sales interface, marketing in the C-suite, and international marketing.

RESEARCH GRANTS

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

RESEARCH UNDER REVIEW OR REVISION

Chernetsky, Victor V., Douglas E. Hughes, and Wyatt A. Schrock, title withheld, conditionally accepted for publication 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: A 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*.

Chief Marketing Officer Capabilities, with David A. Griffith, Ahmet H. Kirca, and Ralph Park.
Status: conducting data analysis. Target: *Journal of Marketing*.

Chief Marketing Officer Personality Traits, 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*.

HONORS AND AWARDS

Research & Teaching Awards

- Stanley Hollander Teaching Excellence Award, Michigan State University, 2022.
- Donald A. and Shirley M. Taylor Research Excellence Award, Michigan State University, 2021.
- Donald A. and Shirley M. Taylor Research Excellence Award, Michigan State University, 2020.

Consortium/Symposium Fellow

- PDMA Doctoral Consortium Fellow, University of Tennessee at Knoxville, 2022.
- Sheth/AIB Doctoral Consortium Fellow, Miami, FL, 2022
- 52nd Haring Symposium Fellow and Discussant, Indiana University, 2022.
- 56th AMA-Sheth Foundation Doctoral Consortium Fellow, Indiana University, 2021.
- 50th Haring Symposium Fellow and Presenter, Indiana University, 2020.
- 28th Robert Mittelstaedt Doctoral Symposium Fellow and Presenter, University of Nebraska-Lincoln, 2019.

Non-Research Grants

- Global Speaker Program Grant, MSU-CIBER, 2022.
- Professional Development Grant, MSU-CIBER, 2021.
- Global Speaker Program Grant, MSU-CIBER, 2021.

Fellowships/Scholarships

- Academy of International Business Doctoral Travel Award, 2022.
- MSU Ethics Symposium Graduate Award, Michigan State University, 2021.
- Colleges Online Learning Academy (COLA) Fellowship, Michigan State University, 2021.
- 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.

CONFERENCE PROCEEDINGS AND PRESENTATIONS

- Chernetsky, Victor V. and Ahmet H. Kirca, “Customer Centricity: A Cross-Cultural, Meta-Analytic Assessment,” *2022 AIB Conference*, Miami, FL, July 2022, planned.
- Chernetsky, Victor V. (as Discussant), “Reducing COVID Vaccine Hesitancy By Inducing a Comparative Mindset,” a paper by Xianyu (Bonnie) Hao et al., *52nd Haring Symposium*, Bloomington, IN, April 2022.
- Chernetsky, Victor V. and Ahmet H. Kirca, “Internal International Business Case Competitions: Key Challenges and Opportunities,” *2022 NASBITE International Annual Conference*, virtual, March 2022.
- 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., “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 (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 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 Haring Symposium*, virtual, April 2020.
- 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. and Douglas E. Hughes, “A Matter of Trust: Conflict Management at the Marketing-Sale Interface,” *28th Mittelstaedt Doctoral Symposium*, Lincoln, NE, March 2019.
- 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](#).

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, 2022.
- Academy of Marketing Science Annual Conference, 2019, 2021.
- Academy of International Business Conference, 2020, 2021, 2022 (x2).

UNIVERSITY SERVICE

Academic Coordinator

- 2nd Broad College International Business Case Competition, 2022, planned.
- Inaugural Broad College International Business Case Competition, 2021.

Academic Advisor

- MSU International Business Student Organization, 2021-2022.

Student Team Advisor

- SDSU-CUIBE International Business Case Competition, 2022, planned.
- *Finalist*, 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, Sales Management, Market Analytics, International Marketing, International Business.
- Managerially focused courses at undergraduate and MBA levels.

TEACHING EXPERIENCE

- Past two years average teaching evaluation (instructor quality): 4.71/5.00.
- Stanley Hollander Teaching Excellence Award in 2022.

Michigan State University

2017 - present

Instructor

- International Business (undergraduate)
 - MKT310 – 731 – Summer 2022, ongoing.
 - MKT310 – 730 – Summer 2022, ongoing.
 - MKT310 – 102 – Summer 2021.
 - MKT310 – 101 – Summer 2021.
 - MKT310 – 730 – Summer 2020.
 - MKT310 – 201 – Summer 2019.
- Quantitative Business Research Methods (undergraduate)
 - MKT317 – 201 – Summer 2019.
- Managerial Marketing (undergraduate)
 - MKT300 – 101 – Summer 2018.

Teaching Assistant

- Market Analytics (undergraduate)
 - MKT310 – 732 – Summer 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

- Published and 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 |
| ● Research Design in Marketing | Clay M. Voorhees |
| ● 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 |

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).
- Product Development and Management Association (PDMA).
- NASBITE International.
- Procter and Gamble (P&G) Alumni Network.

INTERNATIONAL EXPERIENCE

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

LANGUAGES

- English, Russian, Ukrainian.

REFERENCES

Ahmet H. Kirca

Associate Professor of Marketing
 Director of International Business Center and
 Center of International Business Research (CIBER)
 Doctoral Program Co-Director in Marketing
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Suman Basuroy

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Professor and Director

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