

G. Tomas M. Hult, PhD



HULT OVERVIEW

G. Tomas M. Hult, PhD, is a worldwide thought leader (Google Scholar - 100,000+ Research Citations) in international marketing, marketing strategy, customer satisfaction, supply chain management, and international business. He regularly speaks at high-profile events (e.g., United Nations, World Investment Forum, European Commission), provides corporate keynotes, and publishes influential op-ed articles (e.g., The Hill, Time, Fortune, Harvard Business Review, World Economic Forum, Dinero). Dr. Hult is a member of the Expert Networks of the World Economic Forum and United Nations / UNCTAD's World Investment Forum, and is also part of the Leadership/Expert Team at the American Customer Satisfaction Index (ACSI).

He has been featured on "Talks at Google" and per Google Scholar, he is among the world's top-cited business academicians. Dr. Hult has a career ranking in the top-10 in marketing among the worldwide marketing professorate (Elsevier BV, Stanford University) and is consistently among the "highly cited researchers" in business and economics (top 1 percent) in the world (Clarivate Web of Science). His book, A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM), coauthored with Joe Hair, Christian Ringle, and Marko Sarstedt (published by Sage), is one of the world's most cited methods books (and published in numerous languages).

Dr. Hult was recognized in 2016 as the Academy of Marketing Science / CUTCO-Vector Distinguished Marketing Educator for his scholarly career achievements. He is an elected Fellow of the Academy of International Business. He has been recognized with the John H. Dunning AIB Service Award for outstanding service to AIB - as the longest serving Executive Director in AIB's history (2004-2019) - and for developing the world's scholarly ecosystem in international business (the most prestigious service award given by the Academy of International Business). For Michigan State University, Dr. Hult has generated more than \$40 million for MSU activities in contracts, grants, and matching funds.

His latest trade book is The Reign of the Customer: Customer-Centric Approaches to Improving Satisfaction, released by Palgrave MacMillan in 2020, and coauthored with Claes Fornell, Forrest Morgeson, and David VanAmburg. Leveraging ACSI's billions of annual media impressions, The Reign of the Customer is complemented by multiple versions of executive training programs by the ACSI team (ACSIx) that focuses on ACSI Analytics.



Top Left to Right: With Michael Porter, plenary at Academy of International Business, Top of the Burj Khalifa, and with Phil Kotler.

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.



MSU INTERNATIONAL BUSINESS CENTER RECEIVES THE PRESIDENT'S "E" AWARD FOR EXPORT SERVICE

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U.S. SECRETARY OF COMMERCE WILBUR ROSS presented the Broad College of Business International Business Center with the President's "E" Award for Export Service at a ceremony in Washington, D.C., on May 23, 2019. In total, Secretary Ross honored 48 U.S. companies with the President's "E" Award, the highest recognition any U.S. entity can receive for making a significant contribution to the expansion of U.S. exports.

"The International Business Center has demonstrated a sustained commitment to export expansion. The "E" Awards Committee was very impressed with the International Business Center's case studies, which demonstrated measurable increases in its clients' exports. Your organization's creation of the Global

large part to exporting. This growth has enabled the companies touched through our direct outreach and programs and our web tools, including the globalEDGE website, to add jobs and support their local communities as they expand their bottom line. Buyers and consumers in foreign markets want quality products made in the United States, and we are honored to receive the 'E' Award."



Wilbur Ross (U.S. Secretary of Commerce), Tomas Hult (IBC Director), Jade Sims (IBC Assistant Director), Gilbert Kaplan (U.S. Under Secretary of Commerce for International Trade)

In 2018, U.S. exports were the highest on record with U.S. services at \$821.1 billion and U.S. exports of goods reaching \$1.7 trillion, demonstrating how American private enterprise can not only survive, but thrive, in the international market.

"Exporting can be a significant challenge for small and mid-sized businesses, but there are great resources in our community that can help companies tap into foreign markets," said Kendra Kuo, Director, U.S. Commercial Service in Grand Rapids. "MSU's International Business Center's innovative team of faculty, staff, and students help businesses to compete globally. The U.S. Commercial Service frequently partners with MSU to offer trade education solutions. As a Spartan, I am proud of MSU's consistent success in helping Michigan companies increase their export sales, and I believe their success exemplifies the spirit of the Department of Commerce's E Award."

Business Club was also particularly notable. The International Business Center's achievements have undoubtedly contributed to national export expansion efforts that support the U.S. economy and create American jobs," said Secretary Ross in his congratulatory letter to the company announcing its selection as an award recipient.

MSU's International Business Center, located in the Broad College of Business, is a provider of export services for small and medium-sized U.S. businesses, including export counseling, strategic planning, training on a wide range of exporting and international business issues, customized market research, and more.

"Exporting is crucial to the success of U.S. businesses, especially those in Michigan, which are integral to global supply chains" said Tomas Hult, Byington Endowed Chair and Professor of Marketing and Director of the International Business Center. "Every day we see the growth of our clients' businesses, due in

American companies are nominated for "E" Awards through the U.S. and Foreign Commercial Service office network, located within the U.S. Department of Commerce's International Trade Administration. Record years of successive export growth and an applicant's demonstration of an innovative international marketing plan that led to the increase in exports is a significant factor in selecting the overall winners.

For more information about the "E" Awards and the benefits of exporting, visit www.export.gov.

COVER PHOTO:
Global Focus Photo Contest
Ecda Wallbank, Alumni
Thailand, 2019

ACADEMIC EXPERIENCE

Michigan State University, Broad College of Business, East Lansing, Michigan

Professor, Marketing and International Business, 2005 to Current

Byington Endowed Chair, International Marketing, 2013 to 2021

Director, International Business Center (CIBER), 2001 to 2019

Eli Broad Professor, Marketing and International Business, 2010 to 2013

Interim Associate Dean, Eli Broad College of Business, 2008 to 2010

Associate Professor, Marketing and Supply Chain Management, 2001 to 2005

<https://broad.msu.edu/profile/hult/>

American Customer Satisfaction Index (ACSI), Ann Arbor, Michigan

Board Member, Business Executive, and Researcher, ACSI and Global CSI Research

Academy of International Business (AIB), 2004 to 2019

Executive Director, 2004 to 2019

President, Administration of the AIB Foundation, 2004 to 2019

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 2017

International Visiting Professorships

Uppsala University, Sweden, 2004-2005, 2013-Current

University of Leeds, United Kingdom, 2010-2021

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



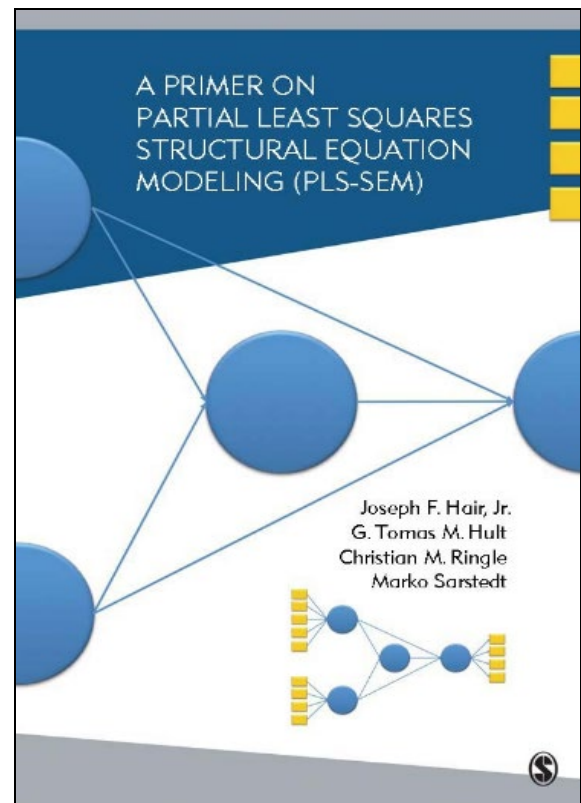
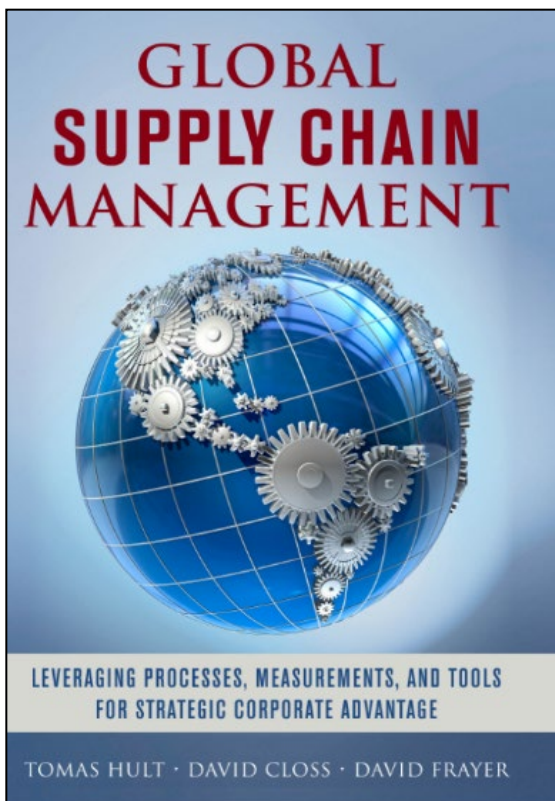
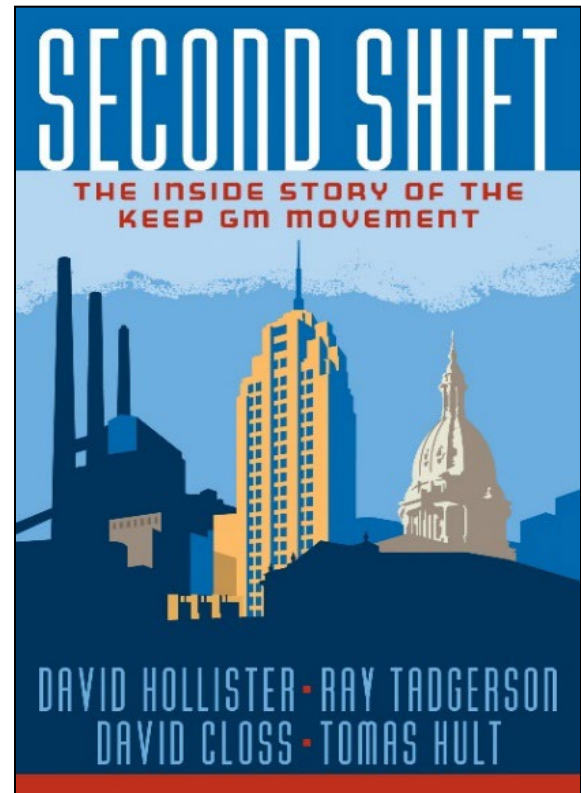
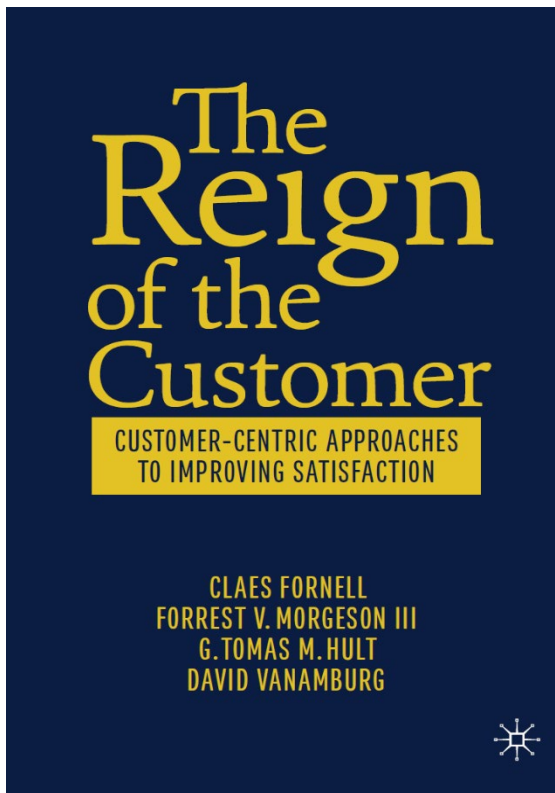
Selected Books

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

Hair, Joseph F., Jr., G. Tomas M. Hult, Christian Ringle, and Marko Sarstedt (2021), *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, 3rd Edition (1st Edition 2014, 2nd edition 2017), 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.



Selected Scholarly Articles (Chronological)

Hult, G. Tomas M., Forrest V. Morgeson, Udit Sharma, and Claes Fornell (2022), “Customer Satisfaction and International Business,” *Journal of International Business Studies*, 53 (8), 1695-1733.

Hewett, Kelly, G. Tomas M. Hult, Murali K. Mantrala, Nandini Nim, and Kiran Pedada (2022), “Cross-Border Marketing Ecosystem Orchestration: A Conceptualization of Its Determinants and Boundary Conditions,” *International Journal of Research in Marketing*, 39 (2), 619-638.

Zhang, Yufei, Clay M. Voorhees, Chen Lin, Jeongwen Chiang, G. Tomas M. Hult, and Roger J. Calantone (2022), “Information Search and Product Returns Across Mobile and Traditional Online Channels,” *Journal of Retailing*, 98 (2), 260-276.

Samiee, Saeed, Constantine S. Katsikeas, and G Tomas M Hult (2021), “The Overarching Role of International Marketing: Relevance and Centrality in Research and Practice,” *Journal of International Business Studies*, 52 (8), 1429-1444.

Morgeson, Forrest V., III, G. Tomas M. Hult, Sunil Mithas, Timothy Keiningham, and Claes Fornell (2020), “Turning Complaining Customers into Loyal Customers: Moderators of the Complaint Handling – Customer Loyalty Relationship,” *Journal of Marketing*, 84 (5), 79-99.

Hult, G. Tomas M., Maria Alejandra Gonzalez-Perez, and Katarina Lagerström (2020), “The Theoretical Evolution and Use of the Uppsala Model of Internationalization in the International Business Ecosystem,” *Journal of International Business Studies*, 51 (1), 38-49.

Liengaard, Benjamin, Pratyush Nidhi Sharma, G. Tomas M. Hult, Morten Berg Jensen, Marko Sarstedt, Joseph F. Hair, and Christian M. Ringle (2020), “Prediction: Coveted, Yet Forsaken? Introducing a Cross-Validated Predictive Ability Test in Partial Least Squares Path Modeling,” *Decision Sciences*, 52 (2), 362-392.

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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.

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.

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

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.

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Chabowski, Brian R., G. Tomas M. Hult, and Jeannette A. Mena (2011), "The Retailing Literature as a Basis for Franchising Research: Using Intellectual Structure to Advance Theory," *Journal of Retailing*, 87 (3), 269-284.

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Craighead, Christopher W., G. Tomas M. Hult, David J. Ketchen, Jr. (2009), "The Effects of Innovation-Cost Strategy, Knowledge, and Action in the Supply Chain on Firm Performance," *Journal of Operations Management*, 27 (5), 405-421.

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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.

Short, Jeremy C., David J. Ketchen, Jr., Timothy B. Palmer, and G. Tomas M. Hult (2007), "Firm, Strategic Group, and Industry Influences on Performance," *Strategic Management Journal*, 28 (2), 147-167.

Ketchen, David J., Jr. and G. Tomas M. Hult (2007), "Toward Greater Integration of Insights from Organization Theory and Supply Chain Management," *Journal of Operations Management*, 25 (2), 455-458.

Ketchen, David J., Jr. and G. Tomas M. Hult (2007), "Bridging Organization Theory and Supply Chain Management: The Case of Best Value Supply Chains," *Journal of Operations Management*, 25 (2), 573-580.

Slater, Stanley F., G. Tomas M. Hult, and Eric M. Olson (2007), "On the Importance of Matching Strategic Behavior and Target Market Selection to Business Strategy in High-Tech Markets," *Journal of the Academy of Marketing Science*, 35 (1), 5-17.

Hult, G. Tomas M., Kenneth K. Boyer, and David J. Ketchen, Jr. (2007), "Quality, Operational Logistics Strategy, and Repurchase Intentions: A Profile Deviation Analysis," *Journal of Business Logistics*, 28 (2), 105-132.

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Hult, G. Tomas M., David J. Ketchen, Jr., S. Tamer Cavusgil, and Roger Calantone (2006), "Knowledge as a Strategic Resource in Supply Chains," *Journal of Operations Management*, 24 (5), 458-475.

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Hult, G. Tomas M., David J. Ketchen, Jr., and Stanley F. Slater (2005), "Market Orientation and Performance: An Integration of Disparate Approaches," *Strategic Management Journal*, 26 (12), 1173-1181.

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Boyer, Kenneth K. and G. Tomas M. Hult (2005), "Customer Behavior in an Online Ordering Application: A Decision Scoring Model," *Decision Sciences*, 36 (4), 569-598.

Boyer, Kenneth K. and G. Tomas M. Hult (2005), "Extending the Supply Chain: Integrating Operations and Marketing in the Online Grocery Industry," *Journal of Operations Management*, 23 (6), 642-661.

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Selected Professional Affiliations

Academy of International Business (AIB)
Academy of Management (AoM)
Academy of Marketing Science (AMS)
American Marketing Association (AMA)
Council of Supply Chain Management Professionals (CSCMP)
European Marketing Academy (EMAC)
Industrial Marketing and Purchasing Group (IMP)
Institute for Operations Research & Management Sciences (INFORMS)
Institute for Supply Management (ISM)
Strategic Management Society (SMS)
United Nations Conference on Trade and Development (UNCTAD)
United Nations' World Investment Forum (WIF)
World Economic Forum (WEF)