OUR MISSION IS DEVELOPING RETAIL LEADERS AND BUSINESS KNOWLEDGE FOR TOMORROW.

Since 1983, the Center for Retailing Studies at Mays Business School has developed a full generation of retail leadership. We are one of the nation’s leading academic institutions committed to education, service and research. Businesses worldwide respect the Center for Retailing Studies (CRS) as a superior source of top talent and real-world research.

Our success is built on the innovative ideas and practical teaching of our faculty. By utilizing industry partnerships, we offer retailers a way to grow their businesses through people and knowledge.

The Center for Retailing Studies offers:

For Students
- Specialized Retailing Curriculum
- Retailing Career Fairs
- Internship Placement
- Student Retailing Association
- M.B. Zale Leadership Scholar Program
- Case Competitions
- Scholarships
- National Retail Federation Foundation Membership

For Industry
- Retailing Summit Conference
- Customized Professional Education Programs
- Relevant Retailing Research
- Consulting
- Thought Leadership Conference
- M.B. Zale Visionary Merchant Lecture Series
- Focus Groups
- Exclusive Recruiting Opportunities

This was the challenge M.B. Zale, founder of Zale Corporation, gave Texas A&M University in 1983.
OUR FOUNDATION IS BUSINESS.

The Center for Retailing Studies is part of Mays Business School.

About Mays Business School at Texas A&M University

The Center for Retailing Studies at Texas A&M University’s Mays Business School is one of the nation’s largest retail education programs and part of an elite few housed in a business school. This relationship differentiates our program.

Mays Business School creates knowledge and develops ethical leaders for a global society. Its faculty is internationally recognized for thought leadership and meaningful contributions across all major business disciplines.

Mays Business School has more than 9,000 undergraduate, masters, MBA and doctoral students. The school’s learning environment focuses on all dimensions of personal and professional growth — knowledge, understanding, analysis, behaviors and values.

Through direct engagement with all sectors of the business community, Mays Business School produces leaders and relevant ideas that address the rapidly changing business environment and improve the broader world community.
WORDS OF LEADERSHIP

Dr. Eli Jones

DEAN, MAYS BUSINESS SCHOOL

Mays Business School aims to advance the world’s prosperity by developing the Mays Transformational Leader: Responsible, ethical leaders with entrepreneurial mindsets and vision, who have strong business competencies and personify selfless service. For over 30 years, our Center for Retailing Studies has played a vital role in this effort by connecting our students and faculty with former students, industry partners and employers.

About the Dean

Dr. Eli Jones is professor of marketing and dean of Mays Business School, and the Lowry and Peggy Mays Eminent Scholar at his alma mater, Texas A&M University. Dr. Jones has been published in top marketing journals and has received numerous teaching awards. He teaches strategic selling, advanced professional selling, key accounts selling, sales leadership and marketing strategy at the undergraduate and MBA levels, and a Ph.D. seminar on marketing strategy. Before becoming a professor, Jones worked in sales and sales management for three Fortune 100 companies. Positions held include key account manager, key account executive, zone sales planning manager, sales manager and zone sales manager designate.
STUDENT PROFILE

Bailey Cash,’17

“Through my participation with the Center for Retailing Studies, I have served as President for the 85 member Student Retailing Association, one of the largest student organizations at Mays Business School. I also interned with CRS partner company, PetSmart in Phoenix, AZ, holding a buying and sourcing position. My retail class instructors have been terrific.

All of the networking and professional development opportunities I have encountered are due to the amazing resources the Center for Retailing Studies offers.”
OUR TALENT IS READY TO SUCCEED.

While our graduates are highly sought after for all areas of retail, the top career paths are store management, buying and merchandising, executive development, marketing analytics, financial planning, allocation, supply chain, professional sales and marketing.

Students follow many tracks into successful careers. They meet recruiters at the Retailing Career Fair, build relationships with classroom speakers, interact with Retailing Summit conference attendees and utilize the powerful Aggie Network to connect with former students already in senior leadership roles.

INTERNSHIPS

Since an internship is required to earn the Certificate in Retailing, students take their work very seriously. Each year more than 65 Aggies intern with retailers, many which are partner companies with the CRS. 100% of recruiters report to the Texas A&M Career Center that internships are highly valued when selecting candidates for full-time jobs.

EXTERNSHIPS

To connect with freshman and sophomore students, companies are invited to host single day job shadow externships. Held every January, these on-site visits showcase what a “day in the life” would be to new interns or hires.

RETAILING CAREER FAIR

The CRS hosts a career fair each semester to connect retailers with today’s best student talent. The Texas A&M Career Center also reports that 85% of surveyed Aggies use career fairs to search for jobs, making the event one of the most successful on campus.
OUR EDUCATION PREPARES INDUSTRY-READY PROFESSIONALS.

The Certificate in Retailing includes rigorous business curriculum that prepares students for successful retailing careers. By teaching industry fundamentals such as retail math, marketing, management, promotion strategy, vendor relations, assortment planning and much more, students build essential knowledge and robust analytical skills. The university-recognized certificate also requires students to complete an internship and participate in the Student Retailing Association.

Together, the Certificate in Retailing’s requirements develop the whole person and future professional.

Other ways we prepare future leaders include:

**Student Retailing Association**

The Student Retailing Association is a student-led professional organization with more than 85 members that enables undergraduates to explore retail career paths and build valuable contacts during their college experience. Activities include executive speakers, store visits, networking events, recruitment fairs and career panels.

**M.B. Zale Leadership Scholars**

The 14 brightest and most promising retailing students serve as Zale Scholars. They are identified as ambassadors and have a true passion for retail. During the year-long program, these students learn and develop as young professionals. They participate in small group meetings with visiting executives, national and local market tours, conferences and academic research.

**National Retail Federation Student Challenge**

The NRF Student Challenge, a national business case competition to showcase creativity and business savvy to bring a new product to market for a major retailer. Three rounds of executive judges evaluate the team and award scholarships based on its business strategy, financial feasibility and marketing plan.

**YMA Fashion Scholarship Fund Competition**

Texas A&M is among a prestigious list of YMA/FSF schools invited to compete for national scholarships and coveted internships in New York City’s fashion world. Winners are invited to New York to receive their $5,000 awards and meet senior leaders from the industry.

**Retail’s Digital Summit/Ray Greenly Scholarship**

Four Aggies have earned recognition as Ray Greenly Scholarship finalists or semifinalists by developing digital customer experience strategies for existing brands. They received scholarships and travel stipends to attend Retail’s Digital Summit.
STUDENT PROFILE

Sergio Rivera,'17

“The Center for Retailing Studies afforded me the opportunity to travel and attend the National Retail Federation’s Big Show in New York City as a student ambassador. There I learned about the latest industry trends and made priceless connections with retail executives, ultimately landing an internship with Macy’s home office in New York. Using the skills I learned as a M.B. Zale Leadership Scholar, combined with the knowledge from the classroom, I was able to excel in my internship and received a full time position with Macy’s after graduation.”
Blake Nordstrom
Co-President, Nordstrom Rack
M.B. Zale Visionary Merchant Honoree

EXECUTIVES GUEST LECTURE
IN RETAIL CLASSES AT MAYS BUSINESS SCHOOL EACH SEMESTER

20+
OUR COMMITMENT CONNECTS RETAILING EDUCATION AND INDUSTRY.

The retail world has undergone enormous and fundamental transformation. As a center, we offer retailers and students access to research-based and industry-tested knowledge.

Through compelling external programs like the Retailing Summit, the Center for Retailing Studies identifies trends, interprets changes and offers solutions for retailers to understand and adapt to marketplace shifts.

Involvement of professional retailers in the classroom provides shared experiences with our future retail leaders. Executive involvement on campus also ensures our continued relevance and creates opportunities for cooperative research.

**Retailing Summit**
The annual Retailing Summit gathers senior industry leaders for a two-day conference in Dallas designed for knowledge sharing and highly effective networking. The speaker line-up of industry CEOs, newsmakers, researchers and innovators share best practices and inspire guests. Attendees are able to compare ideas in an intimate setting, collaborate through interactive discussion and discover fresh perspectives that give them competitive advantage when returning to their stores and headquarters. Visit retailingsummit.org for more details.

**Classroom Executive Professors**
An essential part of developing future retail leaders is connecting them with today’s CEOs and senior business leaders. Each year, nearly 4 dozen executives share their knowledge in the classroom. They coach and guide students to explore real-world business challenges. Their time on campus builds essential relationships with academic faculty and positively markets their companies to students.

The companies with the highest level of engagement on campus each semester recruit the most Aggies.
OUR FACULTY EXPERTISE IMPROVES BUSINESS WITH NEW KNOWLEDGE AND MARKETING INSIGHTS.

Industry partners of the CRS benefit from their affiliation with Mays Business School through access to the acclaimed faculty, research and publications.

Through customized, research-driven collaborations and workshops co-designed with industry participants, the Center for Retailing Studies provides timely and relevant insights on key issues facing retailers today and into the future. The world-class faculty at Mays are recognized authorities across their disciplines and are highly sought after consultants, directors and “out-of-the-box” thinkers.

**Consulting**
Faculty often consult with retailers on research projects. The collaboration is win-win. Retailers provide data and faculty or graduate students analyze the information. Subsequently, they prepare and present recommendations.

**Thought Leadership Conference**
The Thought Leadership Conference is a two-day think tank forum to gather academic experts with practitioners to dissect a top industry challenge. Results, implications and insights are published in special issues of the Journal of Retailing or Journal of Interactive Marketing.

**Theory + Practice in Marketing**
Hosted by Texas A&M University in 2016, the Theory + Practice in Marketing Conference (TPM) is designed to address relevant research motivated by real-world application and practice.

**Faculty expertise includes:**
- Retail analytics
- Customer service
- Product design
- Pricing
- Competitive strategy
- Services marketing
- Consumer behavior
- Marketing strategy
- Innovation
- International marketing
- Digital business merchandising
- Shopper marketing
RESEARCH PROFILE

Dr. Hari Sridhar

ASSOCIATE PROFESSOR OF MARKETING AND CENTER FOR EXECUTIVE DEVELOPMENT PROFESSOR

We are studying how to boost store sales for LIDS retail stores, using targeted online advertising and promotion campaigns. We are also trying to leverage Texas A&M University’s social media audiences to explore LIDS’ expansion of licensed apparel. Overall, our research will help the retailer make data driven decisions about its digital marketing budget and future merchandise assortment.
Bill Ennis

SVP, HUMAN RESOURCES AT ACADEMY SPORTS + OUTDOORS

Academy Sports + Outdoors is proud to support Texas A&M University’s Center for Retailing Studies at Mays Business School, a key talent pool for our company. Program graduates firmly grasp the fundamentals of retail operations. They possess strong leadership skills, business acumen and superior work ethic. The students are not only prepared, but excited, passionate and ready to make an immediate and, most importantly future, impact on our industry.
OUR SUCCESS REQUIRES PARTNERSHIP WITH BUSINESS.

Partnership comes in many shapes and sizes. From the world’s largest retailer to single-store boutiques, to the technology, research, advertising, and consumer product companies that support retailers, our goal is to serve the broad needs of today’s business industry. We do this by providing access to the best student talent, continuing executive education, research publications and networking opportunities.

The Center for Retailing Studies is supported through annual corporate investment from retailers that share our mission. Your support matters.

We serve retailers by providing:

- Educated future organization leaders and interns
- Thought leadership through conferences, workshops and publications
- Exclusive recruitment opportunities
- High-value learning for students through travel and competitions
- Online retailing research portal
- Executive training conferences
- Relevant and practical research publications
- Career coaching for students
- Meaningful networking between retailers and service providers
- Student leadership development
- Industry consulting
- The Aggie Network
- Increased campus visibility among hires and customers
- Interactive teaching
- Knowledge to navigate and maximize campus resources
- Proven solutions for business challenges

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WE INVITE YOU TO BECOME A CORPORATE SPONSOR COMPANY TODAY
WE ARE THE FUTURE OF RETAIL.