Department of Marketing
Doctoral Program

MAYS BUSINESS SCHOOL
TEXAS A&M UNIVERSITY

The doctoral program in marketing brings the PhD student to the leading edge of knowledge in the field. Rigorous course work and research activities provide the student with an in-depth understanding of the theoretical, conceptual, managerial and methodological foundations of marketing. The program has three primary objectives:

- *Provide a comprehensive knowledge of marketing concepts and practices to support teaching and research interests*
- *Develop advanced competencies and methodological skills for conducting quality research, directing research of others, and communicating research findings through teaching and writing.*
- *Prepare candidates for the varied responsibilities of academic and related careers*

Work leading to the doctoral degree is designed to give the candidate a thorough and comprehensive knowledge of his or her professional field and training in methods of research. The final basis for granting the degree is the candidate's grasp of the subject matter of a broad field of study and a demonstrated ability to do independent research. In addition, the candidate must acquire the ability to express thoughts clearly and forcefully in both oral and written languages. The degree is not granted solely for the completion of course work, residence and technical requirements, although these must be met.

FACULTY AND RESEARCH INTERESTS

Rajan Varadarajan, Department Head, Texas A&M University Distinguished Professor and Ford Chair of Marketing and E-Commerce
Strategy; e-commerce; international marketing

Leonard L. Berry, Texas A&M University Distinguished Professor, M.B. Zale Chair in Retailing and Marketing Leadership, and Professor of Humanities in Medicine, College of Medicine Health Science Center, Texas A&M University System
Services marketing and management; service quality; healthcare service quality; retailing

Paul S. Busch, Texas A&M University System Regents Professor
Manufacturing; health care; public utilities; retailing; university administration

Haipeng (Allan) Chen, Associate Professor, Mays Research Fellow, PhD Program Director
Behavioral perspectives on information processing and decision making; cross-cultural differences in decision making; numeracy in marketing communications

Benton Cocanougher, Dean Emeritus
Marketing strategy and planning; consumer analysis

Charles M. Futrell, Professor
Personal selling; sales management; spirituality in the workplace and marketplace

Larry G. Gresham, Jr., Associate Professor
Retailing; buyer behavior; international marketing

Kelly Haws, Assistant Professor
Consumer behavior; consumer well-being; self-regulation; behavioral pricing

Sanjay Jain, Professor, J.C. Penney Chair in Marketing and Retailing Studies
High-tech products; product innovation, pricing and promotion strategies; competitive signaling; game theory

Ram Janakiraman, Shelley and Joe Tortorice '70 Faculty Research Fellow, Assistant Professor
Market analysis and response; consumer choice models; structural models; customer relationship management; pharmaceutical marketing

Lucy Liu, Assistant Professor
Consumer dynamic choice; manufacturer's promotion strategy; market signaling; dynamic structural modeling; new empirical industrial organization and game theoretical modeling

Stephen W. McDaniel, Professor
Marketing strategy; marketing research; methodology; consumer behavior; services marketing; religious marketing; marketing ethics

William M. Pride, Professor
Advertising; promotion; marketing education

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FACULTY AND RESEARCH INTERESTS *cont'd*

Suresh Ramanathan, David R. Norcom '73 Endowed Professor of Marketing
Self-control/impulsive behavior; social influences; dynamics of emotions and goal states; health marketing

Rishika Ramkumar, Assistant Professor
Pricing; new products; new empirical industrial organization; consumer choice models; customer relationship management; online social media

Venkatesh Shankar, Brandon C. Coleman, Jr. '78 Chair in Marketing, Research Director Center for Retailing Studies
Innovation; e-commerce, marketing strategy; new product management; international marketing; retailing; mobile marketing

Alina Sorescu, Associate Professor, and Mays Research Fellow
Innovation; market entry; alliances and acquisitions; measuring the returns to marketing assets and strategies

Manjit S. Yadav, Macy's Foundation Professor
E-commerce and Internet marketing strategy; technology; innovation

APPLY ONLINE AT MAYS.TAMU.EDU/GRADUATEAPPLICATION

December 10: *Early application submission by all PhD applicants, particularly those seeking funding opportunities, is strongly encouraged (U.S. citizens, U.S. permanent residents, and international). Submitting by December 10 allows applicants to be considered for all forms of financial support available; including university, Mays and department fellowships.*

April 15 - May 25: *Application closing begins as offers of admission are accepted.*

May 26: *Application closes to update application for the following year.*

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