

We're a**MAYS**ing

DEPARTMENT OF MARKETING DOCTORAL PROGRAM

The Ph.D. in Business Administration degree with marketing as a major field of study is designed to train Ph.D. students to make contributions at the leading edge of knowledge in the field, enabling their future success as a marketing faculty member and research scholar.

The program has three primary objectives:

- ▶ To provide students with a comprehensive knowledge of marketing concepts and practices to support their research and teaching interests.
- ▶ To equip students with advanced competencies and methodological skills for conducting high quality research and publish in top-tier academic journals.
- ▶ To prepare students for the varied responsibilities associated with an academic career, such as pursuit of scholarly research, teaching and making service contributions to one's academic discipline and institution.

A student earning a Ph.D. in business administration from Mays Business School will be challenged to develop into a well-rounded scholar, capable of creating new knowledge about important marketing phenomena and effectively disseminating them to students, executives and other stakeholders of the modern research university. At the time of graduation, our students will be qualified and well-equipped for long-term success as a business school faculty member. The principal criteria for granting the degree are the candidate's demonstrated mastery of the subject matter of a specialized field of study and a demonstrated ability to conduct high quality independent research.

FACULTY AND RESEARCH INTERESTS

Manjit Yadav, *Department Head, J.C. Penney Chair, Professor of Marketing*

Digital Marketing Strategy; E-Commerce; Impact of Technology on Markets; Marketing and Society; Innovation

Leonard L. Berry, *Texas A&M University Distinguished Professor, M.B. Zale Chair in Retailing and Marketing Leadership, Regents Professor, Presidential Professor for Teaching Excellence, Senior Fellow, Institute for Healthcare Improvement*

Services Marketing and Management; Service Quality; Retailing; Healthcare Service Quality; Cancer Care

Paul S. Busch, *Texas A&M University System Regents Professor, Presidential Professor for Teaching Excellence*

Branding, Advertising, Innovation, Services Marketing, Marketing Education

David A. Griffith, *Hallie Vanderhider Chair in Business, Professor of Marketing*

Marketing Strategy, Inter-organizational Relationship Management, Global Marketing Strategy, Innovation

Charles (Chuck) Howard, *Assistant Professor*

Consumer financial decision making; Financial technology ("FinTech") product design; Consumer financial well-being; Behavioral economics; Contemporary issues in experimental research design.

Eli Jones, *Dean, Professor of Marketing, Lowry and Peggy Mays Eminent Scholar Chair in Business*

Strategic Selling; Advanced Professional Selling; Key Accounts Selling; Sales Leadership; and Marketing Strategy

Lucy Liu, *Associate Professor*

Consumer Dynamic Purchase Behavior; Product Recall; Product Design; Empirical Industrial Organization; and Structural Models.

Buffy Moseley, *Assistant Professor*

Digital Marketing, Digital Content Consumption, Online Word of Mouth (WOM), Text Analysis, Image Analysis, Emotionality

Stephen W. McDaniel, *Texas A&M University System Regents Professor*

Marketing Strategy; Marketing Research; Methodology; Consumer Behavior; Services Marketing; Religious Marketing; Marketing Ethics

Nicholas Olson, *Assistant Professor*

Consumer Identities; Intergroup and Interpersonal Dynamics; Consumer Wellbeing; Maximizing Tendencies

William M. Pride, *Professor*

Advertising; Promotion; Marketing Education

Nandini Ramani, *Assistant Professor*

International marketing, corporate social responsibility, marketing strategy, emerging markets, myopic management, causal inference

Venkatesh Shankar, *Brandon C. Coleman, Jr. '78 Chair in Marketing,*

Director of Research, Center for Retailing Studies

Innovation; E-Commerce and Digital Marketing; Marketing Strategy; New Product Management; International Marketing; Retailing; Mobile Marketing; Artificial Intelligence

Amalesh Sharma, *Assistant Professor*

Buyer-Supplier Network, Technology and Innovation, Emerging Markets, Empirical Issues in Marketing-Mix Strategies

Huanhuan Shi, *Assistant Professor*

Sales Force Management; Sales Performance Evaluation; Business-to-Business markets; Marketing Strategy

Alina Sorescu, *Paula and Steve Letbetter '70 Chair in Business,*

Professor of Marketing, Ph.D. Program Director

Innovation; Branding; Business Models; Topics on the Marketing-Finance Interface

Hari Sridhar, *Joe Foster '56 Chair in Business Leadership and Professor of Marketing, Research Director- Reynolds and Reynolds Sales Leadership Institute*

Customer-Based Execution and Strategy (www.ccubes.net), Business-to-business, Machine Learning

Rajan Varadarajan, *Texas A&M University Distinguished Professor,*

Ford Chair of Marketing and E-Commerce, Regents Professor

Marketing Strategy; Innovation; Environmental Sustainability; International Marketing

APPLY ONLINE AT MAYS.TAMU.EDU

Dec. 10: *Early application submission by all Ph.D. applicants, particularly those seeking funding opportunities, is strongly encouraged. Submitting by Dec. 10 allows applicants to be considered for all forms of financial support available; including university, Mays and department fellowships.*

April 15 - May 25: *Closing application begins as admission offers are accepted.*

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

Ph.D. Program | Department of Marketing

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TEXAS A&M UNIVERSITY

Mays Business School