

DOCTOR OF PHILOSOPHY BUSINESS ADMINISTRATION



MARKETING

PROGRAM OVERVIEW

At the University of Oklahoma Price College of Business, the substantive emphasis of the doctoral program in Marketing provides a robust theoretical base, complemented by the development of empirical and conceptual skills, allowing students the flexibility to investigate various facets of marketing through interdisciplinary courses offered university-wide. It encompasses a broad interpretation of marketing, covering areas such as consumer behavior, the strategic dynamics between companies, and environment. A market orientation is vital for organizational success in today's turbulent economy. Companies that are market driven are characterized by a superior ability to sense emerging opportunities, to attract and retain customers, and to develop and coordinate organizational processes. These capabilities lead to high levels of financial performance in the long run.

The OU Price College doctoral program will help you develop an in-depth knowledge of marketing and management topics. Since research in marketing takes place at the intersection of three underlying "foundation" disciplines, you will also study psychology, statistics, and economics. Our doctoral program provides you with the necessary skills for a successful career of teaching and research in the academia.

The doctoral program in Marketing focuses on competence in marketing management, marketing theory, and behavioral concepts in marketing. Students receive rigorous training in marketing research methodologies. Most doctoral candidates are appointed to a research assistantship early in their program to encourage interaction with faculty members. In addition, many summer research and research-related travel opportunities are available to students. As evidenced by their research and teaching-related awards, Oklahoma marketing specialization doctoral students are intimately involved in activities that prepare them for their careers as academics.

PROGRAM OBJECTIVES

Our doctoral program provides you with the necessary skills for a successful career of teaching and research in the academia.

The program's objectives are:

- to provide a strong foundation in marketing concepts for research and teaching
- to prepare students for academic and related careers

Contact Professor Qiong Wang at qiongwang@ou.edu or Professor Stephen Vargo at sv@ou.edu to learn more information.

Get connected

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WHAT OUR GRADUATES SAY

Price College of Business doctoral alumni share their invaluable experiences and perspectives developed through the Division of Marketing and Supply Chain Management:

"I chose the OU-Price Ph.D. program over a dozen others because of its faculty and attention to adult students. I was also attracted to the interdisciplinary nature of Price College's program, which mirrors the business world, unlike many others I considered. My OU training provided me with the expertise to publish over 100 manuscripts across the fields of marketing, management, logistics, supply chain management, operations, and international business.

Without the OU foundational experience, I would not have been fully equipped to follow my mission of helping students, executives, researchers, industry, and society. You can research our Ph.D. graduates online—we are ALL doing important things. OU instills a relentless pursuit of knowledge in its graduates. It is a nurturing and supportive place that helps former executives like me make the sometimes 'unnatural' transition to academics. I owe so much of my success to OU. I will always say – Boomer Sooner!"

Glenn Richey, *Harbert Eminent Scholar Chair and Research Director of the Center for Supply Chain Innovation, Harbert College of Business, Auburn University.*

"When I was choosing a place to work on doctoral studies, the Price College of Business stood out as a place where I could work with very accomplished experts while also establishing my own research directions. The interdisciplinary nature of the program was really exciting and gave me a much more solid foundation for understanding and creating knowledge. Because of my excellent mentorship and the structure of the program, I was able to publish my work much earlier than my colleagues and I made an impact right away in my first faculty role. I'm so glad the Price Ph.D. was there when I was searching for my graduate studies home."

Chad Autry, *Dean of Faculty and Research and Daniel and Karen Myers Distinguished Professor at Haslam College of Business, University of Tennessee*

"The doctoral program in marketing and supply chain management provided me with a solid foundation for pursuing a career in academia through classroom experiences, field work, and working side-by-side with mentors who were thought leaders in the discipline. I have found my studies at the Price College of Business Division of Marketing and Supply Chain Management more than prepared me for life as a scholar-educator by comprehensively exposing me to the theory and practice of marketing, the philosophy of science, the performance of effective teaching and instruction, as well as both the research and publication processes. Now, with over 20 years of experience, I look back at my time at OU as one of intense focus, hard work, collaboration, and learning that has given me the opportunity to pursue a highly satisfying career and, ultimately, much, much more than I could have ever imagined."

Matthew O'Brien, *Interim Chair of Management and Leadership, Professor of Marketing, Foster College of Business, Bradley University*

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GET TO KNOW OUR FACULTY

Price College faculty are renowned within the field of supply chain management and have extensively published their research in top academic supply chain journals. Many are active in industry research with several years of field experience in top global companies around the world. Read more to get to know our PhD educators.



Stephen L. Vargo, *Siegfried Centennial Chair of Marketing and Supply Chain Management*
Stephen L. Vargo has over 135 publications, including articles in *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Consumer Research*, *Journal of Service Research*, *MIS Quarterly*, and other top-ranked journals, in addition to four books. He currently serves as editor-in-chief of *AMS Review* and is on the editorial/advisory boards of 15 other journals. Professor Vargo has been awarded the Shelby D. Hunt/ Harold H. Maynard Award (twice) and the AMA/Sheth Foundation Award for his contributions to marketing theory, as well as the Christopher Lovelock Career Contributions Award, among other recognitions. The Web of Science Group has named him to its "Highly Cited Researchers" list (top 1%) in impact in economics and business, worldwide, nine times and he is currently ranked #5 in career impact among marketing professors, worldwide, on the Stanford-Elsevier List.

Jeffery B. Schmidt, *Interim Division Director, Marketing and Supply Chain Management*
Associate Professor, Marketing and Supply Chain Management

Dr. Schmidt joined the OU faculty in 2005. Over the past 20+ years he has taught a variety of undergraduate, graduate, and executive education courses. He's taught in Warsaw, Poland in the University of Warsaw's executive MBA program in conjunction with the University of Illinois. He is an Adjunct Professor at Drucker School at the Claremont Graduate University and also at Oakland University. He has received several teaching awards. Dr. Schmidt's research interests are in new product development and marketing strategy, and his work has been published in several major journals. He has received several research awards.



Qiong Wang, *Ruby K. Powell Professor of Marketing and Associate Professor of Marketing and Supply Chain Management*

Dr. Wang's research interests encompass inter-organizational dynamics, strategic partnerships, marketing strategies, and supply chain management. Her work has been published in top academic and managerial journals such as *Marketing Science*, *Journal of the Academy of Marketing Science*, *Journal of Operations Management*, *Organization Science*, *International Journal of Research in Marketing*, *Harvard Business Review*, *Decision Sciences*, *Industrial Marketing Management*, *Journal of Business Research*, *Marketing Letters*, and others. She also contributed a chapter to the Oxford Handbook of Supply Chain Management. Since 2018, Dr. Wang has served as the President of the *Inter-organizational Special Interest Group (IOSIG)* at the American Marketing Association. She also serves on

the Editorial Review Boards of *International Journal of Research in Marketing* and *Journal of Business Research*.

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Orhan Bahadır Dogan, *Assistant Professor of Marketing*

Dr. Dogan is interested in the role of technology in shaping marketing, including communication effectiveness and stakeholder engagement using digital means. His empirical toolkit to solve marketing strategy problems encompasses cutting-edge econometrics models applied to archival panel data and aided by experimental methods. His substantive interests include wearable technology, customer wellness, and platform ecosystems. Baha's research is published and forthcoming at the *Journal of the Academy of Marketing Science*, *Journal of Business Research*, and *Industrial Marketing Management*.

Pankhuri Malhotra, *Assistant Professor of Marketing*

Dr. Malhotra is a computational social scientist with an interest in graph-based methods for improving and scaling marketing research. Her research on social networks has been published in outlets such as *Journal of Marketing*, *Harvard Business Review* and *AAAI*. In her free time, she also writes for news outlets such as *The Conversation*. The majority of her current research applies combined methods from marketing, network and data science for mining user perception of brands using publicly available social media datasets. She is also working with influencer datasets on Twitter and Instagram to understand social activism and build network-based recommender systems. Recently she has started working on exploring the role of DEI initiatives in the creator economy space. Her academic training includes a range of research methods, including data analytics, network analyses, econometrics, machine learning, text analytics, deep learning, and causal inference. She joined the Michael F. Price College of Business in August 2021 as an Assistant Professor of Marketing. Before joining The University of Oklahoma, Professor Malhotra was a Post-Doctoral Researcher in Quantitative Marketing at The Kellogg School of Management, Northwestern University.



Ted Matherly, *Assistant Professor of Marketing*,

Dr. Matherly's research focuses on digital platforms, examining how these tools facilitate interactions and relationships between consumers and with brands. A particular focus of his work is on how marketing actions and the introduction of new platforms affects the broader public. He employs mixed methods, combining econometric analysis of secondary data with experiments to identify causal effects. His work has appeared in the *Journal of Marketing*, *Journal of Marketing Research*, and *Management Information Systems Quarterly*.

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Ph.D. FINANCIAL SUPPORT

In most cases, Price College PhD students receive an 11-month Graduate Assistantship (GA) position as part of their admission offer. The GA position is a combination of teaching and research and includes a competitive monthly stipend. The GA appointment includes a full tuition waiver up to the number of hours required for the degree.

Students are responsible for university fees, which are expected to be small, starting in the 2024/2025 school year depending on course load and stage in the program, generally fees decline over the course of the program.

Additionally, incoming PhD students receive a generous research budget to be used over the duration of the program for research activities such as conference participation, travel, data, and other research-related needs.

ABOUT THE MICHAEL F. PRICE COLLEGE OF BUSINESS

The Michael F. Price College of Business ensures the enduring global competitiveness of Oklahoma and the nation. We fulfill our Purpose in three ways:

1. By tackling the biggest and most important business issues of our time,
2. Generating valuable insights that make companies and organizations more effective, more efficient and more enduring; and
3. Preparing our students as the leaders our state and nation need.

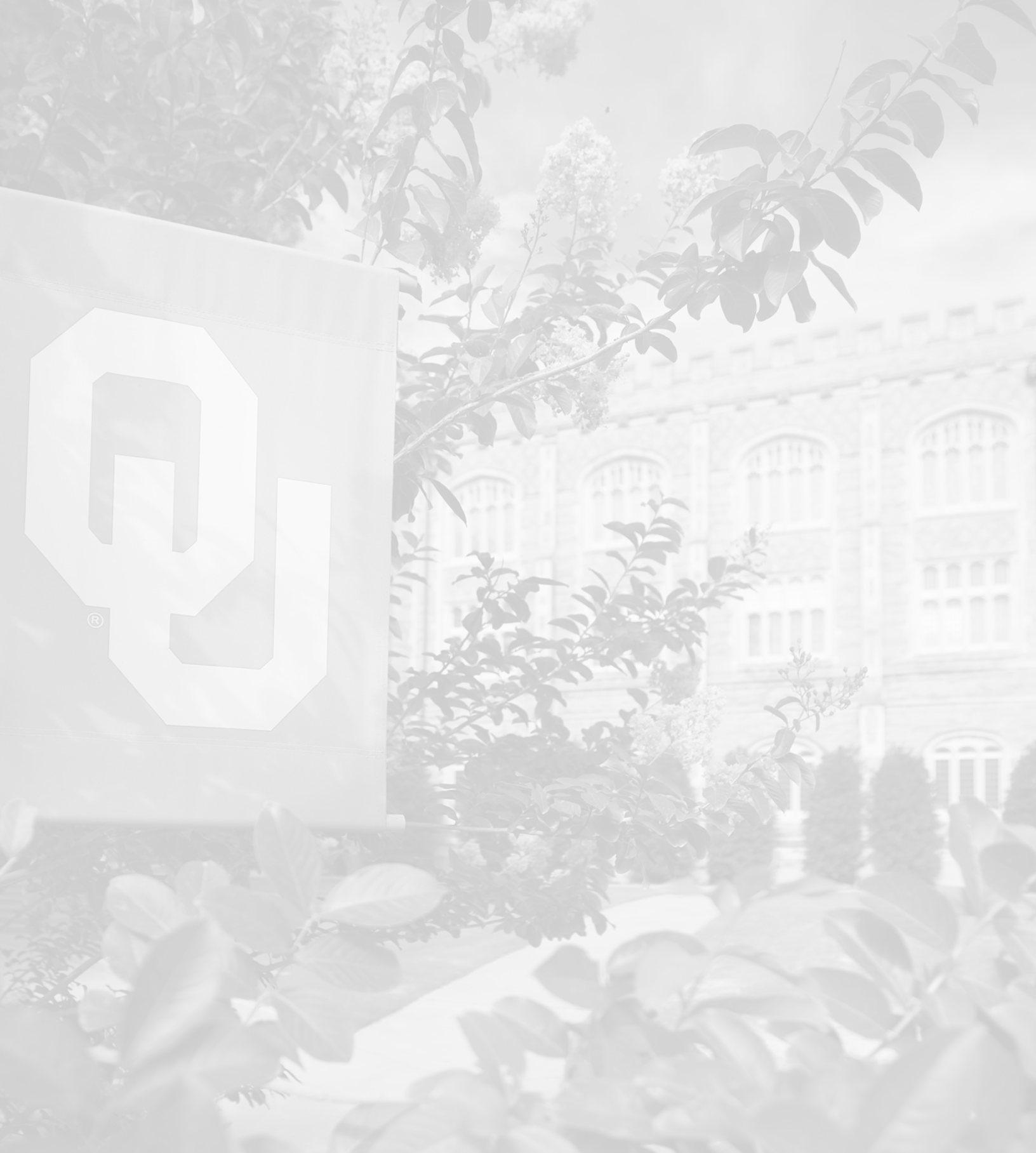


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