

Marketing Ph.D. Info Session

FALL 2023



Eller College
of Management

Agenda

- Ph.D. Program Overview
- Meet Our Faculty:
 - Hope Schau (CCT), Caleb Warren (CB), Xinying Hao (Quant),
 - Nooshin Warren (Strategy), and Anastasiya Ghosh (CB/JDM)
- Meet our Former Students
- Meet our Current students
- Q&A in small groups



The image shows the exterior of a modern, multi-story building with a mix of glass and light-colored panels. The building is illuminated from within, and the sky is a deep blue. In the foreground, there is a paved plaza with some outdoor seating and landscaping. A semi-transparent white box is overlaid on the center of the image, containing the text "Program Overview".

Program Overview



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Program Overview

- Five year fully funded program
- Classes (first 2 years):
- Marketing Seminars are 1/2 semester long
 - Four functional areas, methods, theory, academic writing, electives
- Minor classes
 - Psychology, sociology, economics, computation science, public policy, anthropology, management....



Program Overview

- Work with 2 faculty advisors from day 1 for 20 hrs per week
- First research paper
- Comprehensive exam
- Last 3 years of the program - Dissertation and prep for job market



A scenic view of the Arizona skyline at sunset, featuring the University of Arizona campus in the foreground, the downtown skyline in the middle ground, and the San Francisco Peaks in the background. A large, semi-transparent white rectangle is overlaid in the center, containing the text "Arizona Advantage".

Arizona Advantage



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Arizona Advantage

Research active faculty in all the functional areas

22	University of Texas at Austin (McCombs School of Business)	18	8.00	USA
23	University of North Carolina at Chapel Hill (Kenan-Flagler Business School)	24	7.71	USA
24	University of Arizona (Eller College of Management)	18	7.67	USA
25	Cornell University (Samuel Curtis Johnson Graduate School of Management (incl. Dyson))	17	7.61	USA
26	University of Florida (Warrington College of Business)	15	7.58	USA
27	Ohio State University (Fisher College of Business)	19	7.47	USA
28	Northwestern University (Kellogg School of Management)	14	7.33	USA
29	University of South Carolina at Columbia (Darla Moore School of Business)	15	7.26	USA
30	Emory University (Goizueta Business School)	15	6.75	USA
31	Carnegie Mellon University (Tepper School of Business)	13	6.72	USA
32	Virginia Tech (Pamplin College of Business)	14	6.58	USA
33	Yale University (School of Management)	14	6.33	USA

2017-2020

19	University of Florida (Warrington College of Business)	7	3.83	USA
20	Carnegie Mellon University (Tepper School of Business)	7	3.81	USA
21	New York University (NYU) (Leonard N Stern School of Business)	11	3.75	USA
22	University of Arizona (Eller College of Management)	9	3.58	USA
23	Northwestern University (Kellogg School of Management)	6	3.50	USA
24	University of Maryland at College Park (Robert H. Smith School of Business)	9	3.42	USA
25	Boston University (Questrom School of Business)	9	3.42	USA
25	University of California at Los Angeles (Anderson School of Management)	8	3.42	USA
27	Massachusetts Institute of Technology (Sloan School of Management)	6	3.33	USA
28	University of Washington at Seattle (Michael G. Foster School of Business)	9	3.33	USA
29	University of Texas at Austin (McCombs School of Business)	6	3.17	USA

2019-2020

Arizona Advantage

Opportunities for interdisciplinary research

- Tianyu Gu (Quant; 2020, University of Utah): paper with Strategy and Consumer Behavior co-authors on clear academic writing
- Ignacio Luri (CCT; 2020, DuPaul University): paper with Quant coauthors on language around consumer debt
- Liang Huang (CB 2021; Tsinghua University): dissertation on financial decision making



Arizona Advantage

Opportunities to work with multiple faculty

- Most students work with 2 faculty members (as advisors, dissertation chairs or co-authors)

Collaborative and collegial nature of the department

- Faculty and students



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Arizona Advantage

Living in Tucson

- Beautiful sunny weather year round
- Low(er) cost of living (compare to major metropolitan areas)





Meet Our Faculty



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Meet Our Faculty: MRINAL GHOSH

- *Business models in technological markets and entrepreneurial ventures*
- *Designing win-win cooperative relationships in marketing channels and business markets*
- *Pricing strategies in technology and business markets*
- *Healthcare marketing*
- *Salesforce design and compensation*



Meet Our Faculty: MARTIN REIMANN

- *Experience theory*
- *Close relationships*
- *Emotion and motivation*
- *Aesthetics in product design*
- *Neurophysiological explanations of consumer behavior*
- *Data triangulation and response accuracy*



Meet Our Faculty: JENNIFER SAVARY

- *Consumer Psychology*
- *Judgment and Decision-making*
- *Motivation and Goals*
- *Identity and Self-signaling*



Meet Our Faculty:

ANASTASIYA POCHEPTSOVA GHOSH

- *Judgement & Decision Making*
- *Nudges & Choice Architecture*
- *Consumer Finances*
- *Consumer Self Control*
- *Online Reviews*



Meet Our Faculty: XINYING HAO

- *Quantitative Marketing*
- *Digital Marketing*
- *Mobile Targeting*
- *Marketing Analytics*



Meet Our Faculty: CALEB WARREN

Consumer Behavior

Emotions

Symbolic Value

Humor

Goal Pursuit



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Meet Our Former Students



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Meet Our Former Students

John Yi

Matthew Farmer

Matthew Godfrey

Tianyu Gu



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Meet Our Current Students

Arash Roghani
Christoph Hueller
Pete Zhou
Pureum Kim
Qing Yuan
Utku Ay





Meet Our Current Students



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APPLICATION DEADLINE: JANUARY 1, 2023

Submit via GRADAPP

- Transcripts
- GMAT/GRE Scores
- Statement of Purpose
- Three letters of Recommendation
- Current Resume
- TOEFL Scores





Q&A

BREAK OUT ROOMS



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