

PhD In Management Science MARKETING at a Glance

PhD PROGRAM



#3

worldwide and in
North America research
contributions 2016-2020,

The *UT Dallas Top 100 Business School
Research Rankings™* (2021)

#5

research rank in Top 100 Full-Time
Global MBA Programs, *Financial Times* (2021)

100

STUDENTS



Fall 2021 Admissions Profile

87% HAVE GRADUATE DEGREES

85% INTERNATIONAL

20-40 AGE WHEN ADMITTED

719 AVERAGE GMAT

325 COMBINED AVERAGE GRE

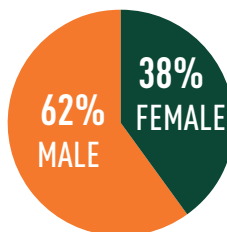
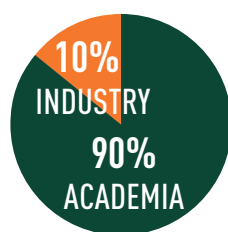
41% FEMALE STUDENTS

MARKETING CONCENTRATION

#5

in quantitative marketing
research worldwide and in
North America (based on
publications in *Marketing Science*
and *Journal of Marketing Research* 2016 - 2020,
The UTD Top 100 Business School Research
Rankings 2021).

MARKETING GRADUATES



100%
SECURED POSITIONS

YIYI LI The University of Delaware

MINA AMERI The University of Pittsburgh

MOHAMMAD ZIA Chapman University



MINA AMERI, 2018
ASSISTANT PROFESSOR,
THE UNIVERSITY OF PITTSBURGH

“ I started in Jindal School of Management knowing little to nothing about research. But during my 5 years of PhD, I grew from being a student to being a researcher. And it was all because of the help and guidance I received from the kind and caring people there and especially my amazing advisors. ”

FIND US

DR. UPENDER SUBRAMANIAN

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THE UNIVERSITY OF TEXAS AT DALLAS
Naveen Jindal School of Management

Advertising Effectiveness and Brand Building

Faculty: Norris Bruce, Dmitri Kuksov, B.P.S. Murthi, Ram C. Rao, Nanda Kumar, Khai Chiong

Competitive Marketing Strategies

Faculty: Norris Bruce, Sanjay Jain, Joonhwi Joo, Dmitri Kuksov, Nanda Kumar, Samir Mamadehussene, Ram C. Rao, Upender Subramanian, Shervin S. Tehrani

Consumer Product Search and Learning Behaviors

Faculty: Joonhwi Joo, Dmitri Kuksov, Nanda Kumar, Samir Mamadehussene, Brian Ratchford, Shervin S. Tehrani, Ying Xie

Health Care Marketing

Faculty: Tongil "TI" Kim, Ying Xie

Digital Marketing and Online Platforms

Faculty: Norris Bruce, Khai Chiong, Sanjay Jain, Dmitri Kuksov, Samir Mamadehussene, B.P.S. Murthi, Brian Ratchford, Ram C. Rao, Upender Subramanian, Shervin S. Tehrani, Ying Xie

New Product Development and Brand Management

Faculty: Sanjay Jain, Dmitri Kuksov, B.P.S. Murthi, Ram C. Rao, Ying Xie

Pricing Strategies

Faculty: Sanjay Jain, Dmitri Kuksov, Nanda Kumar, Samir Mamadehussene, Ram C. Rao, Shervin S. Tehrani

Retail Channel Management

Faculty: Tongil "TI" Kim, Dmitri Kuksov, Nanda Kumar, Brian Ratchford, Ram C. Rao, Upender Subramanian, Shervin S. Tehrani, Ying Xie

Sales Promotions

Faculty: Norris Bruce, Dmitri Kuksov, Nanda Kumar, B.P.S. Murthi, Ram C. Rao, Shervin S. Tehrani

Salesforce Management

Faculty: Khai Chiong, Howard Dover, Sanjay Jain, Dmitri Kuksov, Ram C. Rao

For more information on research page:
jindal.utdallas.edu/marketing/research/

Recent Student Publications

Manish Gangwar, Nanda Kumar and Ram C Rao (2021), "Pricing Under Dynamic Competition when Loyal Consumers Stockpile," *Marketing Science*.

Sanjay Jain and **Kun Qian** (2021), "Compensating Online Producers: A Theoretical Analysis," *Management Science*.

Dmitri Kuksov and **Mohammad Zia** (2021), "Benefits of Customer Loyalty in Markets with Endogenous Search Costs," *Management Science*.

Xiaolin Li, **Chenxi Liao** and Ying Xie (2021), "Digital Piracy, Creative Productivity, and Customer Care Efforts," *Marketing Science*.

For details on admission and application requirements, please visit
jindal.utdallas.edu/phd-programs/admission-requirements/