For more information about the Katz PhD Program at the University of Pittsburgh:
Phone +1 (412) 648-1524
Email: katzphd@katz.pitt.edu
Or visit http://www.katz.pitt.edu and click on the PhD link.

University of Pittsburgh, Katz School of Business
Marketing PhD Program

Thanks for your interest in our PhD program in Marketing! This information sheet will provide you with a brief view of the advantages of studying Marketing at the Katz School, at the University of Pittsburgh. For more information, please call us at +1(412)648-1524, email us at katzphd@katz.pitt.edu, or visit our website at http://www.katz.pitt.edu and click on the PhD link. Click “Areas of Study” on the left and choose “Marketing.”

**Placements:** We are one of the best programs in the country with respect to our recent placements.
- 2014: Hristina Dzhogleva Nikolova, Boston College
- 2012: Tuba Pinar Yildirim, The Wharton School, University of Pennsylvania
- 2012: Didem Kurt, Boston University
- 2012: Sara Loughran Dommer, Georgia Tech.
- In the last 8 years, our placements also include Case Western Reserve University, Texas A&M, and University of Kansas

**Alumni:** Some of our Alumni are now chaired professors in the top schools including:
- Rohit Deshpande: Harvard University
- Jag Sheth: Emory University
- Christine Moorman: Duke University
- Dan Smith: Indiana University
- Ajay Kohli: Georgia Tech
- Deborah McInnis: University of Southern California

**Publications:** According to University of Texas Dallas Database that tracks publications in the leading journals our faculty is ranked 15th in North America based on research contribution from 2009-2013.

**Mentorship:** We like to conduct research in collaboration with our students. The faculty who currently work with PhD students are:
- Rabikar Chatterjee
- Nicole Verrochi Coleman
- Esther Gal-Or
- Tansev Geylani
- Jeffrey Inman
- Cait Poynor Lambert
- Peggy Liu
- Vanitha Swaminathan
- R. Venkatesh
- Eugenia Wu
- Yue Wu

**Examples:** Our collaboration frequently results in articles that are published in top journals. Some recent examples of published articles include the following: Note: In bold are our PhD students.


Tuba Pinar Yildirim, Esther Gal-Or and Tansve Geylani (2013) "User-Generated Content and Bias in News Media," Management Science


Dzhogleva, Hristina and Nicole Verrochi Coleman “Strategies to Cope with Social Identity Threats: Defending the “Self” without Sabotaging Self-Control” revising for resubmission to the Journal of Marketing Research.


Faculty: Our faculty are leaders in the field.

Nicole Verrochi Coleman
- Robert Ferber Award (2014), Journal of Consumer Research
- Editorial board member: Journal of Consumer Research

Esther Gal-Or:
- Editor of European Economic Review
- Co-Editor of Journal of Economics and Management Strategy

Tansve Geylani:
- Editorial Review Board, Marketing Science
- Marketing Science Institute (MSI) Young Scholar (2009)
- Katz Excellence in Research Award (2009)
- Katz Excellence in Teaching Award (2008)

Robert Gilbert:
- The Chancellor’s Distinguished Teaching Award (2010)
- College of Business Administration Teacher of the Year (2010)
- First Place: Chevrolet Campus Promotions Program (Fall 2010)

Jeffrey Inman:
- Associate Editor of Journal of Marketing Research and Journal of Marketing
- President-Elect of Society for Consumer Psychology (SCP)
- Past-President of Association for Consumer Research (ACR)
- American Marketing Association Board Member
- Faculty fellow for AMA/Sheth Doctoral Consortium (2008-2016)
- Faculty fellow for AMA/Sheth Doctoral Consortium (2008-2013)

Cait Poynor Lambertson:
- Teacher of the Year for the College of Business Administration (2009-2010)
- Faculty Fellow for AMA/Sheth Doctoral Consortium (2011, 2013, 2015, 2016)
- Marketing Science Institute (MSI) Young Scholar (2013)
- Association for Consumer Research’s Early Career Contribution Award (2013)
- American Marketing Association’s Erin Anderson Award (2016)
- Associate Editor, Journal of Consumer Psychology and Journal of Consumer Research

Vanitha Swaminathan:
- Associate Editor, Journal of Consumer Psychology
- Member of Journal of Marketing Editorial Review Board
- AMA Doctoral Consortium Faculty (2011)

R. Venkatesh:
- Member of Journal of Marketing Editorial Review Board
- American Marketing Association Servsig’s Best Services Paper Award (2010)
- Journal of Interactive Marketing Best Paper Award (2007)

Eugenia Wu:
- Editorial Review Board, Journal of Consumer Research
- Katz Excellence in Teaching Award (2014, 2016)
- College of Business Administration Top Teaching Award (2016)