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://katz.business.pitt.edu/phd. Click on the “Choose a Program” button 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 Lamberton
- 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.

- Nikolova, Hristina, Nicole Verrochi Coleman and Cait Lamberton (2017), “Stranger Danger: When are Dyads less Ethical then Individuals?” *Journal of Consumer 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
• Katz Excellence in Teaching Award (2011, 2012, 2013)

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

Tansev Geylani:
• Editorial Review Board, Marketing Science
• Marketing Science Institute (MSI) Young Scholar (2009)
• Management Science Distinguished Service (2009 & 2011); Meritorious Service (2012) Awards
• 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 Lamberton:
• Katz Excellence in Research Award (2009, 2012, 2014)
• 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)
• Root/Maynard Award for Contribution to the Journal of Marketing
• Associate Editor, Journal of Consumer Research

Vanitha Swaminathan:
• Associate Editor, Journal of Consumer Psychology
• Member of Journal of Marketing Editorial Review Board
• Marketing Science Institute (MSI) Young Scholar (2003)
• 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)