

Tomas Hult

Professor, Byington Chair, and Director at Michigan State University

East Lansing, MI, US

Expert in international business, trade, marketing, strategy, and supply chain management

Biography

Dr. Tomas Hult is the Byington Endowed Chair of International Marketing, Professor of Marketing and International Business, and Director of the 28-person International Business Center (IBC) in the Broad College of Business at Michigan State University.

MSU's International Business Center is a strategic affiliate of the US Department of Commerce and Dr. Hult serves on the affiliated US District Export Council. The Center is also designated by the US Department of Education as one of only 15 national resource centers (CIBER) in the country. Dr. Hult has been the Executive Director of the Academy of International Business (AIB) since 2004 – the world's leading professional organization in international business.

Dr. Hult was selected the Academy of Marketing Science / CUTCO-Vector Distinguished Marketing Educator as the 2016 top marketing professor in the world for scholarly career achievements. He is also an elected Fellow of the Academy of International Business (one of 103 scholars in the world bestowed with this honor and one of only 6 marketing scholars). Overall, Dr. Hult is top-ranked in the world by scholarly citations, per Google Scholar, in marketing strategy, international marketing, and supply chain management. He is also the top-cited scholar in Michigan State University's Broad College of Business.

His work has been recognized by the MSU Broad College with the Richard L. Lewis Quality of Excellence (The Lewis award is a "service" recognition given to faculty who have provided exemplary leadership to advance the mission of the college). At Michigan State University, Dr. Hult has also been recognized with the Beal Outstanding Faculty Award 2019 (MSU's highest award "for outstanding total service to the University").

Professor Hult regularly speaks at high profile events (e.g., United Nations Conference on Trade and Development, World Investment Forum, European Commission, Swedish Entrepreneurship Forum) and writes influential op-ed articles at the intersection of international trade and policy (e.g., The Hill, Time, Fortune, World Economic Forum, The Conversation).

Some of his co-authored business trade books include Second Shift, featured in a "Talks at Google" about General Motors, and Global Supply Chain Management. He is also co-author of several academic textbooks, including the #1 market-share leading Global Business Today and International Business "franchise" with Charles W. L. Hill (published by McGraw Hill Education).

Industry Expertise

Public Policy, Program Development, Research, Education/Learning

Areas of Expertise

International Marketing, International Trade Policy, Supply Chain Management, International Business, Economic Development, Exporting, Global Strategy, Public Policy

Affiliations

Academy of International Business: Fellow, Academy of Management , Academy of Marketing Science, American Marketing Association, Association of International Education Administrators, Council of Supply Chain Management Professionals, European Marketing Academy, Industrial Marketing and Purchasing Group , Institute for Operations Research & Management Sciences, Institute for Supply Management, Strategic Management Society , Sheth Foundation, International Trade Center of Mid-Michigan, Economic Club of Greater Lansing

Education

University of Memphis
Ph.D. Marketing

Murray State University
M.B.A. Marketing

Fyrisskolan
M.S. Mechanical Engineering

Accomplishments

CUTCO-Vector Distinguished Marketing Educator
2016
Awarded by the Academy of Marketing Science

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