WHERE WE ARE

The Marketing department in the Robinson College of Business at Georgia State University has made amazing strides in this review period. The beginning of this review period coincided with 1) the appointment of a new department chair 2) the recruiting of the Lenny Distinguished Chair with a preeminent scholar 3) the formation of the Center for Excellence in Brand and Customer Management, and finally 4) the beginning of the strategic recruitment of 8 assistant professors from the very top schools purely based on their research potential. All of this has resulted in the department moving from a rank of #72 to #5 as shown in the APR report. The marketing department is now well known for producing research that has rigor and relevance in the areas of Marketing Strategy and Marketing Science. The department is well aligned with the college’s mission of rigor and relevance.

Besides the dramatic gains in research productivity and rankings, the department has completely revamped the undergraduate, graduate, and doctoral programs. After a paucity of many years the undergraduate program was revamped by the introduction of a required analytics course and introduction of cutting edge electives. Marketing continues to be one the most popular major in the college. At the graduate level a very innovative cohort MS program, focusing on Brand and Customer Management, was introduced and is now admitting its 5th cohort. This MS program has been revised and strengthened continuously. The doctoral program orientation has been changed and is now geared toward producing specialists as opposed to generalists. This new orientation together with the adoption of a mentorship model has resulted in doctoral students being trained in rigorous methodology and publishing in premier journals.

In the area of business outreach, the department launched a new Sales Executive Roundtable based on our very successful Marketing Roundtable. The roundtables have helped the department establish strong ties with top executives in the local area. This effort has further enhanced our focus on rigor and relevance.

The 3 research centers in the department have helped the research and outreach goals of the department. The Center for Excellence in Brand and Customer Management is now considered the preeminent research center in the area of Marketing Strategy and Marketing Science. The center brings in business problems and proprietary data that the faculty and doctoral students work on to produce insights and research that is publishable in premier journals. The Center of Business and Industrial Marketing continues to gain ground in the Business-to-Business Marketing space. The Center for Mature Customer Studies has potential given the size of and interest in the aging population worldwide. While the CMCS director continues to be active, department faculty engagement in this center’s activities is low.

The department is home to the editors of 3 academic journals. The Journal of Marketing is one of the 4 widely accepted premier Marketing journals. The Journal of Business Research is an interdisciplinary journal with top citation impact in Marketing. The Journal of Business and Industrial Marketing is a high quality journal in the specialized area of Business-to-Business. We hosted 3 important international conferences in this review period (2012 MPP workshop, 2013 IMP conference and the 2015 TPM conference).
As the APR report describes, the department is actively increasing the number of scholarships to help with university goal of increasing student retention and graduation rates. The Business Communication faculty play a very important role in the college.

While the collegiality between Marketing and Business Communication faculty has improved, no fruitful synergies has been uncovered. The 2 groups have different goals and different roles to play in the college. The department faculty have not focused on research grants as opportunities have traditionally been very limited in the Marketing field. While the doctoral research productivity is very impressive, there is room to improve placement quality, which has suffered largely due to dual career constraints of our students.

WHERE WE WANT TO GO

The department would like to continue on the path of improvement in research rankings and producing research that has rigor and relevance with implications for Marketing Strategy and Marketing Science. The department would like to brand its strength in these 2 areas by having its proposal to change the name and positioning taken to final approval by the administration. The department would like to continue expanding its footprint in the area of Marketing Strategy and Marketing Science in both the B2C and B2B spaces.

The department would like to develop focus in the area of Interactive and Social Media Marketing & Marketing Analytics and Big Data. There is scope for obtaining data and research funding in this area. Students are also finding jobs in this area. Given all this, eventually we would like to establish a research center that promotes academic research, certificate programs, a track in MS program, executive education, and grant writing in this area.

We would like to provide alternate career paths, goals, and roles for the associate professors who have plateaued out on research productivity in premier journals. We would like to rethink the strategy and need for the 3 research centers based on their faculty engagement, research productivity in premier journals, and fund raising potential. This will make room for resource reallocation and new research centers that are in line with faculty research interests and strengths.

WHAT WE NEED TO GET THERE

a. Complete the renaming, repositioning, and restructuring of the Marketing Department.

b. Hire senior faculty in the Pennebaker Chair to provide additional research leadership and train PhD students

c. Recruit a core set of faculty in the emerging area of Social Media Marketing and Marketing Analytics and launch MS, certificate, and executive programs in this area.

d. Continue to grow the capacity and research productivity in the area of Marketing Strategy and Marketing Science

e. Develop career plans for associate professors who have been in the position for over 15 years

f. Place doctoral students at reputed aspirational universities
g. Develop recruiting plan in response to the large number of faculty approaching retirement age

h. Develop plan for the discontinuation of the Center for Mature Customer Studies