

VICTOR V. CHERNETSKY

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PROFILE

Marketing strategy researcher, educator, and former marketing executive committed to bridging the gap between theory and practice by bringing practical industry insights into academic research and the classroom.

ACADEMIC APPOINTMENTS

Assistant Professor of Marketing 2023 – present
Department of Marketing, Opus College of Business
University of St. Thomas, St. Paul, MN

Research & Teaching Assistant 2017 – 2023
Department of Marketing, Broad College of Business
Michigan State University, East Lansing, MI

INDUSTRY CAREER HIGHLIGHTS

- Career span: two decades of diverse managerial experience.
- People management: managed large teams of up to 39 people.
- Budget management: oversaw marketing budgets above \$25 million.
- Companies: Procter & Gamble, Wrigley Company, Samsung Electronics.

EDUCATION

Ph.D.	Marketing Michigan State University, East Lansing, MI	2023
Master's	International Business Management Kyiv National Economic University, Ukraine	1998
Bachelor's	International Economics Kyiv National Economic University, Ukraine	1997

RESEARCH INTERESTS

Managerially relevant problems related to firm strategic orientations, marketing in the C-suite, and the marketing-sales interface.

REFEREED JOURNAL ARTICLES

Chernetsky, Victor V., Douglas E. Hughes, and Wyatt A. Schrock (2022), "A Synthesis of Research on the Marketing-Sales Interface (1984 - 2020)," *Industrial Marketing Management*, [105](#), 159–181.

RESEARCH UNDER REVIEW OR REVISION

Chernetsky, Victor V., Douglas E. Hughes, Doug Walker, Edward L. Nowlin, and Wyatt A. Schrock “Generic Title to Protect the Blind Review Process,” under 3rd round review at *European Journal of Marketing*.

WORKING PAPERS

Firm Strategic Orientations: A Meta-Analysis, with Ahmet H. Kirca and David A. Griffith. Status: data collected and analyzed; manuscript is being finalized. Target: *Journal of Marketing*.

Firm Strategic Orientations and Firm Outcomes, with Ahmet H. Kirca. Status: data collected and analyzed; manuscript is being finalized. Target: *Journal of Marketing*.

Chief Marketing Officer Capabilities, with David A. Griffith, Ahmet H. Kirca, and Ralph Park. Status: data collected and analyzed; draft is being developed. Target: *Journal of Marketing*.

Salespeople Personality Traits, with Wyatt A. Schrock, Yanhui Zhao, and Cindy Liu. Status: data collected and partially analyzed. Target: *Journal of Marketing*.

Chief Marketing Officer Personality Traits, with Ahmet H. Kirca. Status: data is being collected. Target: *Journal of the Academy of Marketing Science*.

RESEARCH GRANTS

- Summer Research Grant, University of St. Thomas, 2023.
- MSU-CIBER, “The Role of National Context in Firm Strategic Orientations: A Meta-Analysis”, with Ahmet H. Kirca, 2020.
- Sales Education Foundation, “The Role of Senior Executives and Organizational Culture in Management of Conflict Between Sales and Marketing”, Principal Investigator, with Douglas E. Hughes, 2019.

REFEREED CONFERENCE PROCEEDINGS

Chernetsky, Victor V., Douglas E. Hughes, and Doug Walker (2022), “Conflict Management at the Marketing-Sales Interface,” in *AMA Winter Academic Conference Proceedings*, [Vol. 33](#), p. 784, Ashlee Humpreys, Grant Packard, and Katrijn Gielens, eds. Chicago, IL: American Marketing Association.

Kirca, Ahmet H. and Victor V. Chernetsky (2022), “Drivers of Firm Customer Centricity: A Meta-Analytic Review of the Role of National Culture,” in *AMA Winter Academic Conference Proceedings*, [Vol. 33](#), p. 517, Ashlee Humpreys, Grant Packard, and Katrijn Gielens, eds. Chicago, IL: American Marketing Association.

Chernetsky, Victor V. and Ahmet H. Kirca (2021), “Chief Marketing Officer Political Skill and Marketing Department’s Influence,” in *AMA Winter Academic Conference Proceedings*, [Vol. 32](#): p. 195, Alan Malter, Stacey Menzel Baker, and Subin Im, eds. Chicago, IL: American Marketing Association.

Chernetsky, Victor V. and Douglas E. Hughes (2020), “The Role of Senior Executives and Organizational Culture in the Management of Conflict Between Marketing and Sales,” in *AMA Winter Academic Conference Proceedings*, [Vol. 31](#): SMP-15, Bryan Lukas and O.C. Ferrell, eds. Chicago, IL: American Marketing Association.

Chernetsky, Victor V., Douglas E. Hughes, and Valerie Good (2018), “A Blessing in Disguise: The Role of Conflict at the Marketing-Sales Interface,” in *AMA Summer Academic Conference Proceedings*, [Vol. 29](#): SS-21, David Gal, Kelly Hewett, and Satish Jayachandran, eds. Chicago, IL: American Marketing Association.

OTHER PUBLICATIONS

Chernetsky, Victor and Farnoush Reshadi (2020), “Unintended Consequences of Viagra Advertising,” *Journal of Marketing Research Scholarly Insights*, [July 9](#).

CONFERENCE PRESENTATIONS (not in proceedings)

Chernetsky, Victor V. and Ahmet H. Kirca, “Driving Student Engagement via Internal International Business Case Competitions,” *2023 NASBITE International Annual Conference*, Annapolis, MD, March 2023.

Chernetsky, Victor V. and Ahmet H. Kirca, “Customer Centricity: A Cross-Cultural, Meta-Analytic Assessment,” *2022 AIB Conference*, Miami, FL, July 2022.

Chernetsky, Victor V. (as Discussant), “Reducing COVID Vaccine Hesitancy By Inducing a Comparative Mindset,” a paper by Xianyu (Bonnie) Hao et al., *52nd Haring Symposium*, Bloomington, IN, April 2022.

Chernetsky, Victor V. and Ahmet H. Kirca, “Internal International Business Case Competitions: Key Challenges and Opportunities,” *2022 NASBITE International Annual Conference*, virtual, March 2022.

Chernetsky, Victor V., “The Impact of Chief Marketing Officer on Firm Resource Allocation Decisions in Multinational Companies,” *2021 AIB Conference*, virtual, July 2021.

Chernetsky, Victor V. and Ahmet H. Kirca, “Chief Marketing Officer Political Skill and Marketing Department’s Influence,” *AIB 2020: Journal of International Marketing / International Marketing Review Paper Development Workshop*, virtual, July 2020.

Chernetsky, Victor V. and Douglas E. Hughes, “The Role of Senior Executives and Organizational Culture in the Management of Conflict Between Marketing and Sales,” *50th Haring Symposium*, virtual, April 2020.

Chernetsky, Victor V. and Douglas E. Hughes, “A Matter of Trust: Conflict Management at s Marketing-Sale Interface,” *28th Mittelstaedt Doctoral Symposium*, Lincoln, NE, March 2019.

OTHER PRESENTATIONS

- “2022 Marketing Academic Job Market,” with Brandon Z. Holle, Michigan State University, February 2023.

HONORS AND AWARDS

Research & Teaching Awards

- Stanley Hollander Teaching Excellence Award, MSU, 2022.
- Donald A. and Shirley M. Taylor Research Excellence Award, MSU, 2021.
- Donald A. and Shirley M. Taylor Research Excellence Award, MSU, 2020.

Consortium/Symposium Fellow

- PDMA Doctoral Consortium Fellow, University of Tennessee at Knoxville, 2022.
- Sheth/AIB Doctoral Consortium Fellow, Miami, FL, 2022
- 52nd Haring Symposium Fellow and Discussant, Indiana University, 2022.
- 56th AMA-Sheth Foundation Doctoral Consortium Fellow, Indiana University, 2021.
- 50th Haring Symposium Fellow and Presenter, Indiana University, 2020.
- 28th Robert Mittelstaedt Doctoral Symposium Fellow and Presenter, University of Nebraska-Lincoln, 2019.

Fellowships, Scholarships, and Non-Research Grants

- Dissertation Completion Fellowship, Michigan State University, 2023.
- Professional Development Grant, MSU-CIBER, 2022.
- Global Speaker Program Grant, MSU-CIBER, 2022.
- Academy of International Business Doctoral Travel Award, 2022.
- MSU Ethics Symposium Graduate Award, Michigan State University, 2021.
- Professional Development Grant, MSU-CIBER, 2021.
- Colleges Online Learning Academy Fellowship, Michigan State University, 2021.
- Global Speaker Program Grant, MSU-CIBER, 2021.
- Christine S. Carter Student Parents Scholarship, Michigan State University, 2019.
- Baylor University Fellowship, AMA Sales Faculty Consortium, 2018.
- Graduate Doctoral Fellowship, Michigan State University, 2018 – 2023.

PROFESSIONAL SERVICE

Journal Reviewer

- *Journal of the Academy of Marketing Science*, 2021 – present.
- *Journal of Product Innovation Management*, 2022 – present.
- *Industrial Marketing Management*, 2020 – present.
- *European Journal of Marketing*, 2018 – present.
- *Journal of International Marketing*, 2020 – present.

Conference Reviewer

- AMA Winter Academic Conference, 2020 – present.
- AMA Summer Academic Conference, 2018 – present.
- AMA Global Marketing SIG Conference, 2020 – present.
- Academy of International Business Conference, 2020 – present.
- Academy of Marketing Science Annual Conference, 2019 – present.

Conference Session Chair

- “Focusing on the Customer in International Markets,” AMA Winter Academic Conference, 2022.

- “Upper Echelon and Firm Performance,” Academy of International Business (AIB) Conference, 2021.
- “Responsible, Ethical, and Social Innovation,” JPIM Research Forum of Product Development and Management Association (PDMA), 2020.

UNIVERSITY SERVICE

Academic Coordinator

- 2nd Broad College International Business Case Competition, MSU, 2022.
- Inaugural Broad College International Business Case Competition, MSU, 2021.

Student Team Advisor

- NASBITE International Student Case Competition, virtual, 2023, *2nd place*.
- NU-CUIBE International Business Case Competition, Boston, MA, 2023.
- SDSU-CUIBE International Business Case Competition, San Diego, CA, 2022.
- NASBITE International Student Case Competition, virtual, 2022, *finalist*.
- UMSL-CUIBE International Business Case Competition, virtual, 2021.
- NASBITE International Student Case Competition, virtual, 2021.
- BisNet International Case Competition, virtual, 2020, *4th place*.

Academic Advisor

- MSU International Business Student Organization, 2021 – 2023.

Facilitator and Notetaker

- MSU Ethics Symposium, Michigan State University, 2021.

Judge

- Broad College International Business Case Competition, 2021, 2022.
- All-MSU Sales Competition, Michigan State University, 2019.

TEACHING INTERESTS

- Managerially focused courses at undergraduate and MBA levels.

TEACHING EXPERIENCE

University of St. Thomas

MBA

- Modern Business Mindset.

Undergraduate

- Introduction to Marketing.

Michigan State University

Undergraduate

- International Business (6 sections).
- Managerial Marketing.
- Quantitative Business Research Methods.

Edinburgh Business School Eastern Europe

MBA

- Marketing Management (3 sections).

SELECTED INDUSTRY EXPERIENCE

Samsung Electronics, Kyiv, Ukraine 2011 – 2012

Head of Corporate Marketing Department

- Led marketing efforts for Samsung's \$800 million business in Ukraine.
- Restructured, hired, trained, and managed a 39-person marketing department team.
- Gained market leadership in the smartphone and washing machine categories.
- Achieved highest-ever consumer brand tracking KPIs in 2012.

Ukrdruk, Kyiv, Ukraine 2006 – 2011

Managing Partner

- Co-managed printing house.
- Achieved fivefold revenue growth within 2 years.
- Led new business development (expansion and start-up).

Wrigley Company, Kyiv, Ukraine 2002 – 2006

Regional Marketing Manager

- Head of marketing for Wrigley's \$140 million business across 12 countries.
- Developed and implemented a new marketing strategy in Ukraine resulting in market share growth from 56% to 75% within 2 years.
- Launched high-margin Orbit Professional brand extension with one of the best results in Europe (>5% share in the company portfolio).

Efes Beverage Group, Istanbul, Turkey (HQ) / Odesa, Ukraine 2000 – 2002

Marketing Manager

- Provided strategic and operational marketing support to the country marketing teams (Ukraine and Kazakhstan); managed/coordinated key regional projects.
- Led new product development of two brands (soft drink and mineral water).
- Improved brand perception, revenue, and profitability of the Chornomor beer brand via the introduction of the super-premium brand extension (a novelty for the market).

Procter & Gamble, Kyiv, Ukraine 1997 – 2000

Asst. Brand Manager

- Responsible for profit, revenue, and market share of several fabric care brands.
- Developed and implemented marketing strategies and brand support activities.
- Re-launched Bonux detergent in Ukraine with 350% sales growth.

Ukrainian Press Agency, Kyiv, Ukraine 1996 – 1997

Editor-in-Chief, Ukrainian Statistics Report

- Published and managed a newsletter focused on the analysis of macroeconomic trends in Ukraine.

Miscellaneous

- Conducted multiple consultancy projects.
- Co-founded and managed several startups.
- Co-published *Hazard*, the first neo-noir graphic novel in Ukraine.

MARKETING AWARDS - INDUSTRY

- *Effie Ukraine Awards*
 - Democratic Alliance political party, business challenge, 2014.
 - Democratic Alliance political party, political campaign, 2014.
 - Democratic Alliance political party, small budget, 2014.
- *X-Ray Marketing Awards*
 - Samsung, best international brand in Ukraine, 2012.
- *KomMissia, VIII Moscow International Comics Festival*
 - *Hazard* graphic novel, album of the year, 2009.
 - *Hazard* graphic novel, Allcomics.ru special prize, 2009.
- *Choice of the Year in Ukraine*
 - Orbit, best chewing gum, 2003-2006.
- *Kyiv Professional Beer Festival*
 - Chornomor, two gold and one silver medal, 2001.

PROFESSIONAL DEVELOPMENT

- *Journal of Product Innovation Management* Reviewer Development Program, 2022-2023.
- Colleges Online Learning Academy (COLA), Michigan State University, 2021.
- Python: Web-Scraping and Data-Cleaning for Research, Noah Stoffman, 2021.
- AIB 2020 Research Workshop: Introduction to Meta-Analysis, Ahmet H. Kirca, 2020.
- R Skills for Data Science: MSU CSTAT Certificate Course, Marianne Huebner, 2020.
- Summer Online Instruction Readiness for Educational Excellence, MSU, 2020.
- Theory Construction Workshop, Ajay K. Kohli, 2019.
- Early Summer Tutorial in Modern Applied Tools of Econometrics (ÊSTIMATE), Jeffrey M. Wooldridge & Timothy J. Vogelsang, 2018.

MEDIA COVERAGE AND INTERVIEWS - ACADEMIA

- [WalletHub](#), Marketing practices of insurance companies, August 2023.
- [Broad College of Business](#), International Business Center instills global mindset with annual case competition, November 2022.
- [Broad College of Business](#), MSU's International Business Center hosts inaugural case competition, November 2021.
- [MSU-CIBER](#), Broad students compete at BisNet IB case competition, November 2020.
- [Broad College of Business](#), Doctoral candidate receives grant for sales and marketing research, November 2019.
- [PRLog](#), Sales Education Foundation Awards \$15,000 in 2019 Sales Research Grant Program, July 2019.

MEDIA COVERAGE AND INTERVIEWS - INDUSTRY

- [Ain.ua](#), Samsung Electronics partnership with Biennale "Arsenale 2012," May 2012.
- [Novy](#) (national TV), Samsung Electronics partnership with Kenzo Takada, March 2012.
- [Viva!](#), Samsung Electronics partnership with Kenzo Takada, March 2012.
- [Sostav.ua](#), Interview with the marketing director of Samsung Electronics, January 2012.
- [Marketing Media Review](#), Interview with Samsung's marketing director, December 2011.

- [Sostav.ua](#), New marketing director at Samsung Electronics, November 2011.
- [AdReport](#), Wrigley's new media agency, December 2005.
- [New Marketing](#), Tactical methods of product withdrawal from the market, January 2004.
- [Just-Drinks](#), Efes Ukraine to boost output by 150%, April 2002.

PROFESSIONAL AFFILIATIONS

- American Marketing Association (AMA).
- Academy of International Business (AIB).
- Procter and Gamble (P&G) Alumni Network.

INTERNATIONAL EXPERIENCE

- Managed business projects across ~20 countries.
- Traveled to ~40 countries.

LANGUAGES

- English, Russian, Ukrainian.