Dissertation and Graduation Information and Academic/Private Industry Positions of Kellogg PhD Students 1997 – 2009

Marketing:

Ursula Alvarado: “Horizontal Distribution Alliances: Their Formation and Success,” 1999; Texas A&M University.


Fabio Calderaro: “Essays on Sales Force Management in Marketing Channels,” 2003; Santa Clara University.


Ryan Hamilton: “Price Image in Retail Management,” 2008; Emory University.

Jiewen Hong: “The Multiple Influences of Mixed Emotions on Consumer Judgment and Choice;” 2008; Hong Kong University of Science and Technology.


Krittinee Nuttavuthisit: “The Varieties of Consumer Aesthetic Experience: A Phenomenology of Retail Atmospherics,” 2003; Sasin Graduate Institute of Business Administration, Chulalongkorn University

James Oakley: “Market Orientation: Bridging the Gap between Employees and Consumers,” 2002; Purdue University.
Sea Bum Park: “Essays on Retrieval Ease-versus Content-Based Judgments,” 2004; Korea Advanced Institute of Science and Technology.


Siddharth Singh: “Customer Lifetime Value Analysis,” 2003; Rice University.


Manish Tripathi: “Essays on Offline Entry,” 2008; Emory University.


Jing Wang: “Media Transportation and Advertising,” 2005; University of Iowa.


