

Seigyoung Auh, Ph.D.

Associate Professor of Marketing



About Thunderbird:

Thunderbird is the world's No. 1-ranked school of international business with more than 65 years of experience in developing leaders with the global mindset, business skills and social responsibility necessary to create real, sustainable value for their organizations, communities and the world. Dedicated to preparing students to be global leaders and committed global citizens, Thunderbird was the first graduate business school to adopt an official Professional Oath of Honor. Thunderbird's global network of alumni numbers 40,000 graduates in 147 nations worldwide. The school is sought out by graduate students, working professionals and companies seeking to gain the skills necessary for success in today's global economy.

www.thunderbird.edu

Areas of Expertise:

Marketing Management, Marketing Strategy, Sales Management Strategy, Key Account Management, Marketing's Role, Influence and Power in the Firm, and Improving Frontline Employee Performance in the Service, Sales, and Retail Context.

Courses:

Global Marketing, Global Marketing Management, Global Marketing Strategy, Strategic Services Marketing, and Consumer Decision Making

Seigyoung Auh received his MBA and Ph.D. from the Ross Business School at the University of Michigan. He is currently an Associate Professor of Global Marketing at Thunderbird School of Global Management and a Research Fellow at the Center for Marketing and Public Policy Research at Villanova University. He has taught marketing management, marketing strategy, services marketing, and value-based marketing at all levels, from undergraduate to executive education, at various universities around the world in countries such as Canada, Australia, and South Korea.

•

He has taught value-based segmentation, targeting, and positioning to executives at Samsung Electronics and Hyundai Motors in South Korea. At Thunderbird, he teaches in the SABIC (Saudi Arabia) executive MBA program. His teaching interests are in global marketing strategy, global marketing management, global pricing management, strategic services marketing, consumer decision-making, and customer experience management. His research interests are in marketing strategy, services marketing, and sales force management.

•

He is the associate editor for Journal of International Marketing, European Journal of

Educating global leaders who create sustainable prosperity worldwide

Marketing, and the Journal of Global Scholars of Marketing Science and sits on the editorial review board of Journal of Service Research, Journal of Business Research, Industrial Marketing Management, Thunderbird International Review, and Journal of Global Fashion Marketing. For his work with the Journal of Service Research, Dr. Auh was awarded "Best Reviewer of 2013." He has also served as the guest editor for Journal of Product Innovation Management on Global Innovation Management. He has published more than 40 scholarly articles in various academic journals including Journal of Academy of Marketing Science, Journal of Retailing, Journal of Service Research, Journal of Consumer Psychology, Journal of Product Innovation Management, International Journal of Research in Marketing, Sloan Management Review, Industrial Marketing Management, Journal of Personal Selling and Sales Management, Journal of Business Research, Journal of Business Ethics, and Journal of Economic Psychology, among others.

www.thunderbird.edu

Educating global leaders who create sustainable prosperity worldwide