At Olin Business School, we challenge you to do more. Students become research-savvy and skilled contributors. Smart ideas become proprietary knowledge through a dedication to academic research and teaching. Mentoring and collaboration are foundational, supporting creativity, innovation and an entrepreneurial spirit.

Financial Support

All applicants are automatically considered for Olin-provided financial support; no separate application is required. In addition to the annual stipend, Olin provides funding for the presentation of papers at conferences and for expenses associated with the completion of theses and job searches.

All enrolled students on scholarship making satisfactory progress in the program are guaranteed financial support for five years. This includes full tuition remission, plus a stipend for living expenses distributed over 12 months.

Admissions

A successful academic background, research aptitude, intellectual curiosity, skills acquired in the basic disciplines (particularly economics, psychology, math and statistics), passion for a chosen field and an uncompromising work ethic are necessary for successful and timely completion of our program. Applicants are evaluated on the strength and breadth of academic background, experience, ability to research and aptitude.

To be considered for admission, you will need to submit a completed online application, the application fee, letters of recommendation, transcripts and exam results. International students are required to submit copies of their TOEFL or IELTS scores. Students are admitted to the program for the fall semester only. Application deadlines and document submission instructions are available on our website (olin.wustl.edu/phd).

Late applications or applications with late supporting documentation will not be considered.

Washington University encourages and gives full consideration to all applicants for admission, financial aid and employment. The University does not discriminate regarding access to, or treatment or employment in, its programs and activities on the basis of race, color, age, religion, sex, sexual orientation, gender identity or expression, national origin, veteran status, disability or genetic information.

Applicants with a prior criminal history will not be automatically disqualified from consideration for admission. Inquiries about compliance should be directed to the Vice Chancellor for Human Resources, Washington University, Campus Box 1184, One Brookings Drive, St. Louis, MO 63130-4899.

All enrolled students on scholarship making satisfactory progress in the program are guaranteed financial support for five years. This includes full tuition remission, plus a stipend for living expenses distributed over 12 months.
Informed by numbers, driven by principle.

Relevance and rigor are the hallmarks of Olin's PhD program. That translates into a distinctive reputation for you as an Olin graduate, whichever of the seven PhD areas you pursue. You will master analytical and critical-thinking skills as you learn to thoughtfully consider data balanced with values.

“The Olin point of difference is to offer the top program of choice for the best, the brightest PhD candidates and select universities seeking to hire new faculty.”

— Anjan Thakor
Director of Doctoral Programs, Director of WFA-CFAR, and John E. Simon Professor of Finance

Olin’s business PhD program ensures you:

• An intellectually challenging core curriculum
• Strong grounding in basic disciplines
• An energized, research-driven culture of excellence
• A collegial network built upon mutual respect and a community of critical thinkers
• A competitive edge in the business education market
• Collaborative relationships between faculty and students to enhance the education experience and ultimate search for your first faculty appointment

The Olin Experience

WashU Olin is well known for its research productivity. In fact, we are consistently ranked among the most prolific institutions in the business school community. Our faculty members are committed to excellence in teaching and are recognized the world over for their important contributions in the creation of new knowledge. As a PhD student, you will partner with faculty in a rigorous academic program in one of seven areas of specialization:

- Accounting
- Business Economics
- Finance
- Marketing
- Operations and Manufacturing Management
- Organizational Behavior
- Strategy and Entrepreneurship

726 average GMAT score for admitted students in fall 2019
326 average GRE score for admitted students in fall 2019
65 total number of students
At WashU Olin, your coursework will be individualized. Personalized advising and customized course selection allow you to match your studies to fit your particular goals and interests. In all cases, flexible learning combines with independence in study. You’ll master both analytical and critical-thinking skills, and students with advanced standing have opportunities to teach independently.

Completion of the degree requires 36 graduate credit hours of coursework, along with the preparation and oral defense of a dissertation. Although each area has specific degree requirements, all PhD students are required to be proficient in the following areas:

### Core Foundation
- A strong foundation in microeconomics or psychology, along with an understanding of probability/statistics and quantitative methods
- Exposure to your area of specialization and the required research tools
- Successful completion of core exam

### Specialization
- Coursework in one or more areas of study
- In-depth knowledge in your chosen field
- Active association with the research process through faculty mentoring
- Completion of the field exam(s)

| 36 | required credit hours |

### Research
- Collaboration with faculty in research activities
- Presentation of well-developed research papers
- Individual research pursuing a specialized topic of interest
- Development and defense of your dissertation

### Teaching Skills
WashU Olin emphasizes strong teaching skills—for our faculty and our PhD students. As a part of your Olin experience, you’ll gain valuable insight into successful teaching methods and practices:

- Participate in presentation skills workshops, with emphasis on communication techniques and effective teaching methods
- Gain classroom teaching experience through teaching assistantships (beginning in the second year of the program)
- Engage in opportunities to teach independently (if and when students with advanced standing are deemed ready)

### Renowned Faculty
Our faculty members are thought leaders whose research is on the leading edge of business thinking. All Olin faculty members are research-active and teach on a regular basis. They present, publish and serve on editorial boards, thus fostering the cross-fertilization of knowledge and continual innovation in business research.

Olin’s innovative research centers cultivate dynamic interaction between academia and industry to produce new knowledge and advance understanding of firms and markets around the world.

PhD students regularly collaborate with faculty to cowrite research featured in top academic journals, learning and growing together from project inception through article revision and publication.

This collaborative experience is mutually beneficial, with faculty members gaining new perspectives and valuable insights, while you hone the research skills necessary to be a successful academic.
Student Placement

Recent placements of Olin PhD students include:

- Cornell University
- Georgia State University
- Indiana University
- Syracuse University
- Tulane University
- University of Cambridge
- University of California, Riverside
- University of California, San Diego
- University of Florida
- University of Kentucky
- University of Maryland
- University of Notre Dame
- University of Texas at Dallas
- University of Wisconsin Madison
- Vanderbilt University

Mentoring

Olin’s collegial network is built on mutual respect and shared schools of thought. You’ll be guided by our highly productive faculty members, some of the nation’s top scholars in business and management research. These one-on-one mentoring relationships are formed early and help you hone research skills. Upon graduation, many students will have cowritten publications with faculty, who become mentors, colleagues and collaborators.

“For me, Olin has been an extensive framework of learning opportunities and a platform to nurture my appetite for research. A small program like ours is an ideal place to gain insights and be inspired by the opportunity of learning from one another.”

– Johan Maharjan, PhD ’15

Environment

We welcome students from around the globe with friendliness, support and a sense of belonging. This community atmosphere extends to all of Washington University, where you’ll study alongside other WashU students pursuing graduate degrees in art, architecture, engineering, physics, social work and many more fields. You’ll have a supportive community of classmates, faculty and staff, plus access to additional assistance to help you learn and develop, including the University’s Teaching Center and the Liberman Graduate Center. These resources are in place to help you achieve the greatest success possible during your studies.

Job Placements

- 80% in tenure track positions
- 10% in other academic positions
- 10% in industry

STL

Located in the heart of the Midwest, St. Louis represents the WashU culture on a larger scale. Its diverse, close-knit community and culture mean there’s always something to do and someone to do it with.

St. Louis is home to many free attractions, including:

- Saint Louis Art Museum
- Saint Louis Science Center
- Saint Louis Zoo

The city is also bustling with restaurants, art galleries, concerts, parks, sporting events and cultural centers.
The Olin PhD program helps exceptional students foster scholarly thinking and build research skills.”
—Richard Frankel, Beverly and James Hance Professor of Accounting

Olin Business School’s Accounting program focuses on infusing students with a broad base of knowledge and the necessary research skills to enjoy robust careers as university educators and researchers. This rigorous training is crucial to entering the highly competitive field as an accounting faculty member at a top research university.

In this program, you’ll study issues in two areas: the role of financial information in facilitating the operations of capital markets and assistance for managers planning and controlling the way institutions operate.

The Wells Fargo Advisors Center for Finance and Accounting Research (WFA-CFAR) is dedicated to the dissemination of research in finance and accounting that brings to light cutting-edge thinking and helps solve the unique needs and challenges of business. The center brings an important focus to finance and accounting issues through the creative design of Olin courses, groundbreaking research papers and white papers, top-tier academic conferences and custom member projects.

Collaborative Research—Accounting Faculty and PhD Students

Working Papers:
- Martin, X., Seo, H.*, Yang, J., Compensation Committee Meeting and Management Earnings Guidance.

Published Papers:

*Indicates current or former student
CHAIR: Xiumin Martin
Professor of Accounting
PhD, University of Missouri, Columbia
Research interests: financial accounting, voluntary disclosure, accounting information in assets valuation

Kimball Chapman
Assistant Professor of Accounting
PhD, Pennsylvania State University
Research interests: voluntary disclosure, earnings announcements, investor relations

Richard Frankel
Beverly and James Hance Professor of Accounting
PhD, Stanford University
Research interests: accounting-based valuation, voluntary disclosure

Mahendra Gupta
Former Dean and Geraldine J. and Robert L. Virgil Professor of Accounting and Management
PhD, Stanford University
Research interests: managerial accounting, strategic cost management and control

Chad Ham
Assistant Professor of Accounting
PhD, University of Maryland
Research interests: financial accounting, corporate governance, litigation, manager traits

Jared Jennings
Associate Professor of Accounting
PhD, University of Washington
Research interests: information asymmetry, voluntary disclosure, sell-side analysts

Zachary Kaplan
Assistant Professor of Accounting
PhD, University of Chicago
Research interests: managerial disclosure strategy, analyst forecast strategy, earnings expectations

Ron King
Myron Northrop Professor of Accounting and Director of the Center for Experiential Learning
PhD, University of Arizona
Research interests: business law and economics, auditing, experimental economics

Zawadi Lemayian
Assistant Professor of Accounting
PhD, Massachusetts Institute of Technology
Research interests: fixed-income markets, taxation, banking, disclosure

Mary Jane Rabier
Assistant Professor of Accounting
PhD, Accounting, University of Maryland
Research interests: financial accounting, financial reporting, voluntary disclosure, mergers and acquisitions, earnings management, human capital, corporate strategy, conference calls
“Students in Olin’s PhD program receive an unparalleled amount of personalized attention. This experience strengthens and accelerates the start of their research careers.”
—Stephen P. Ryan, Professor of Economics

Olin’s PhD program in Business Economics prepares you for an academic career in economics with rigorous training grounded in the central areas of the field. You’ll have opportunities for cross-disciplinary work, combining economics with strategy, finance or marketing. Student success is fostered by the faculty’s active interest in supporting student learning, along with advising and supervising overall research efforts to help students realize their full potential. Olin Business Economics faculty members have a special interest in empirical and theoretical industrial organization. Research pursuits cover a wide range of subjects, including industry studies, incentives in organizations, organizational design, health economics and the determinants of industry structure.

The Center for Research in Economics and Strategy (CRES) advances the understanding of firms and markets by supporting scientific research employing state-of-the-art analytical and empirical methods. Intended for publication in top-tier academic journals, CRES-sponsored research addresses substantive questions in many areas of economics and strategy. In addition to research assistance, which includes PhD student funding and data collection, CRES supports frequent presentations of internal and external research, national and international short-term visitors, CRES Fellows and a website that includes extensive research listings.

Collaborative Research—Business Economics Faculty and PhD Students

Working Papers:
• Zeng, X.*, Chib, S., Bayesian Strategy for Improved Forecasts of the Equity Premium.

Working Project:
• Baranchuk, N. McDonald, G., Yang, J., Innovation Incentives.
CHAIR: Mariagiovanna Baccara  
Associate Professor of Economics  
PhD, Princeton University  
Research interests: innovation and intellectual property rights, organized crime, matching, social networks

Siddhartha Chib  
Harry C. Hartkopf Professor of Econometrics and Statistics  
PhD, University of California, Santa Barbara  
Research interests: Bayesian statistics and econometrics, Markov chain Monte Carlo methods

Daniel Gottlieb  
Assistant Professor of Economics  
PhD, Massachusetts Institute of Technology  
Research interests: contract theory, behavioral economics, insurance

Barton H. Hamilton  
Robert Brookings Smith Distinguished Professor of Entrepreneurship  
PhD, Stanford University  
Research interests: entrepreneurship, health economics, labor economics, econometrics

Brent Hickman  
Assistant Professor of Economics  
PhD, University of Iowa  
Research interests: empirical methods for models of private information, auctions, industrial organization, higher education, affirmative action, black-white inequality

Glenn MacDonald  
John M. Olin Distinguished Professor of Economics and Strategy and Director of the Center for Research in Economics and Strategy  
PhD, University of Rochester  
Research interests: industry evolution, strategy and value appropriation, microeconomics/industrial organization, investor protection, compensation

Paulo Natenzon  
Assistant Professor of Economics  
PhD, Princeton University  
Research interests: environmental theory, decision theory, behavioral economics

Robert A. Pollak  
Hernreich Distinguished Professor of Economics  
PhD, Massachusetts Institute of Technology  
Research interests: environmental economics and policy, consumer demand analysis and consumer behavior, demography, labor economics, economics of the family

Stephen P. Ryan  
Professor of Economics  
PhD, Duke University  
Research interests: industrial organization, applied econometrics

Mark P. Taylor  
Dean and Donald Danforth Jr. Distinguished Professor of Finance  
PhD, University of London  
Research interests: financial markets, international finance, international macroeconomics, macroeconomics
Olin's PhD program in Finance emphasizes rigorous analytical training and prepares you to pursue a career in research and teaching at leading academic institutions across the globe. Our students have a strong quantitative background and typically have undergraduate training in economics, mathematics, engineering or other quantitative disciplines. Our research-active faculty members are easily accessible to you. Collaboration is encouraged early in the program, with joint research resulting in faculty-student coauthored papers published in top-tier journals. Much of the research is based on economic models to address problems such as the allocation of capital and risk and rewards in the economy. Empirical work widely uses the tools of econometrics—the application of statistics to economics.

The Wells Fargo Advisors Center for Finance and Accounting Research (WFA-CFAR) is dedicated to the dissemination of research in finance and accounting that brings to light cutting-edge thinking and helps solve the unique needs and challenges of business. The center brings an important focus to finance and accounting issues through the creative design of Olin courses, groundbreaking research papers and white papers, top-tier academic conferences and custom member projects. These corporate projects are teamed by PhD and other Olin students, working closely with Olin faculty. Students strive to solve current challenges and position the organization for the future.

Collaborative Research—Finance Faculty and PhD Students

**Working Papers:**
- Gomes, A., Moreira, A., Sovich, D., Relative Valuation and Information Production.
- Maurer, T., Pezzo, L., Taylor, M., Importance of Transaction Costs for Asset Allocations in FX Markets.
- Thakor, A., Vuong, T.*, Dynamic Capital Buffers.

**Published Papers:**

*Indicates current or former student
CHAIR: Guofu Zhou, Frederick Bierman and James E. Spears Professor of Finance  
PhD, Duke University  
Research interests: portfolio choice, asset allocation, technical analysis, bubbles and crashes, anomalies, asymmetric information, asset pricing tests, Bayesian learning, model selection, economic methods, real option

Deniz Aydin, Assistant Professor of Finance  
PhD, Stanford University  
Research interests: banking and financial institutions, consumer behavior

Taylor Begley, Assistant Professor of Finance  
PhD, University of Michigan  
Research interests: corporate finance, financial intermediation, financial contracting, information economics

Jennifer Dlugosz, Assistant Professor of Finance  
PhD, Harvard University  
Research interests: corporate finance, financial intermediation, credit markets, corporate governance

Jason R. Donaldson, Assistant Professor of Finance  
PhD, London School of Economics  
Research interests: contract theory, financial intermediation

Philip H. Dybvig, Boatmen’s Bancshares Professor of Banking and Finance  
PhD, Yale University  
Research interests: banking, corporate finance, financial markets, asset pricing, fixed-income securities, industrial organization, portfolio management

Armando R. Gomes, Associate Professor of Finance  
PhD, Harvard University  
Research interests: corporate finance, mergers and acquisitions, corporate governance, economic theory

Radhakrishnan Gopalan, Professor of Finance  
PhD, University of Michigan  
Research interests: corporate finance, corporate governance, emerging market financial systems, mergers and acquisitions, corporate restructuring, entrepreneurial finance

Todd Gormley, Associate Professor of Finance  
PhD, Massachusetts Institute of Technology  
Research interests: corporate governance, banking, empirical methods, risk, development

Xing Huang, Assistant Professor of Finance  
PhD, University of California, Berkeley  
Research interests: behavioral finance, asset pricing, investor behavior, market efficiency, information acquisition, mutual funds, household finance

Ohad Kadan, H. Frederick Hagemann Jr. Professor of Finance  
PhD, The Hebrew University of Jerusalem  
Research interests: corporate finance, market microstructure, economics of information, game theory

Mark Leary, Associate Professor of Finance  
PhD, Duke University  
Research interests: empirical corporate finance and capital structure, payout policy, security issuance, financial intermediaries

Jeongmin “Mina” Lee, Assistant Professor of Finance  
PhD, University of Maryland  
Research interests: asset pricing, financial intermediation, information economics, market microstructure

Yaron Leitner, Visiting Associate Professor of Finance  
PhD, Northwestern University  
Research interests: banking and financial institutions, information economics

Hong Liu, Fossett Distinguished Professor of Finance  
PhD, University of Pennsylvania  
Research interests: optimal consumption and investment with frictions, asset pricing, market microstructure

Asaf Manela, Associate Professor of Finance  
PhD, University of Chicago  
Research interests: financial intermediation, information economics, asset pricing

Todd T. Milbourn, Vice Dean and Hubert C. and Dorothy R. Moog Professor of Finance  
PhD, Indiana University  
Research interests: corporate finance, managerial career concerns, management compensation, economics of asymmetric information

Timothy Solberg, Professor of Practice in Finance  
MBA, University of Chicago  
Research interests: economic development, health economics, international economics, banking and financial institutions, corporate governance

Janis Skrastins, Assistant Professor of Finance  
PhD, London Business School  
Research interests: empirical corporate finance, banking, financial intermediation, organizational design, emerging markets

Anjan Thakor, John E. Simon Professor of Finance, Director of Doctoral Programs and Director of Wells Fargo Advisors Center for Finance and Accounting Research  
PhD, Northwestern University  
Research interests: corporate finance, financial intermediation, economics of asymmetric information
“Influential research and fresh knowledge creation are the trademarks of any top doctoral program and business school, and Olin’s doctoral program is both pioneering and extremely successful at it.”
—Panos Kouvelis, Emerson Distinguished Professor of Operations and Manufacturing Management and Director of the Boeing Center for Supply Chain Innovation

Olin faculty members in Operations and Manufacturing Management (OMM) are distinguished by strong analytical backgrounds in operations research, management science, industrial engineering and economics. The program emphasizes the use of modeling techniques to understand manufacturing and service environments in areas of research ranging from supply chain management, operations strategy and revenue management to supply contracts and effective uses of information technology for process reengineering. Research frequently focuses on areas with strategic and tactical implications and involves mathematical models that help analyze problems and provide insight into complex scenarios.

The Boeing Center for Supply Chain Innovation (BCSCI) creates value through collaborative research in technology, information and supply chain management. The focus is on the proprietary challenges member companies face. BCSCI undertakes a number of custom projects annually for members. Teams of PhD and other Olin students tackle these projects, working closely with Olin faculty to find solutions that build a competitive advantage through strategic supply chain management and technology-based process reengineering.

Collaborative Research—OMM Faculty and PhD Students

**Working Papers:**
- Duo, S., Kouvelis, P., Who Compensates the Sales Agent?
- Turcic, D., Xiao, G.*, Kouvelis, P., Make-to-Order versus Make-to-Stock When Firms Compete under Fluctuating Input Cost.
- Zhang, F., Xiao, G.*, Yu, Y.*, The Impact of Capacity Constraint and Consumer Heterogeneity on Service Differentiation.

**Published Papers:**

*Indicates current or former student
Published Papers Continued:


Operations and Manufacturing Management Faculty

**CO-CHAIR: Lingxiu Dong**  
Professor of Operations and Manufacturing Management  
PhD, Stanford University  
Research interests: operations management, production and distribution systems, supply chain management, information in supply chains

**CO-CHAIR: Fuqiang Zhang**  
Professor of Operations and Manufacturing Management  
PhD, University of Pennsylvania  
Research interests: supply chain management, consumer behavior in operations management, inventory and production planning, game theory, incentives and mechanism design, energy and environment

Kaitlin Daniels, Assistant Professor of Operations and Manufacturing Management  
PhD, University of Pennsylvania  
Research interests: gig economy, contract theory, service operations

Jake Feldman, Assistant Professor of Operations and Manufacturing Management  
PhD, Cornell University  
Research interests: assortment optimization, customer choice models, revenue management, approximation algorithms, machine learning

Panos Kouvelis, Emerson Distinguished Professor of Operations and Manufacturing Management and Director of the Boeing Center for Supply Chain Innovation  
PhD, Stanford University  
Research interests: global supply chain management, operations and finance interfaces, risk management in supply chains, commodity risk management, operations strategy, managing the innovation process, marketing/operations interfaces, product line design, lean manufacturing, inventory control, operations planning, project management, cyclic scheduling, manufacturing system design, management science and optimization

Iva Rashkova, Assistant Professor of Operations and Manufacturing Management  
PhD, London Business School  
Research interests: financial considerations for inventory management, medical shortages, developing countries

Dennis Zhang, Assistant Professor of Operations and Manufacturing Management  
PhD, Northwestern University  
Research interests: data science, service operations, healthcare operations, social networks, behavioral operations and economics
Olin's Organizational Behavior program examines how individuals and groups affect and are affected by organizations and the people in them. As an Organizational Behavior PhD student, you'll study organizations from multiple viewpoints, methods and levels of analysis—delving into management, leadership, negotiation, team development and conflict management, among other areas. The program follows an apprenticeship model with an emphasis on one-on-one interaction. You’ll work directly with faculty and thesis advisors, observing how Olin’s research-driven faculty approaches a subject.

**Collaborative Research—Organizational Behavior Faculty and PhD Students**

**Published Papers:**


*Indicates current or former student

"The Olin PhD program is a wonderful place to explore meaningful questions and acquire the key research skills to find answers to these questions—answers that often have an immediate and considerable impact on the scholarly community and society at large."

—Markus Baer, Associate Professor of Organizational Behavior
CHAIR: William P. Bottom
Joyce and Howard Wood Distinguished Professor of Organizational Behavior
PhD, University of Illinois at Urbana–Champaign
Research interests: organizational behavior, behavioral decision theory, negotiation

Markus Baer
Associate Professor of Organizational Behavior
PhD, University of Illinois at Urbana–Champaign
Research interests: problem formulation, idea generation, solution implementation, organizational creativity and innovation

Peter Boumgarden
Professor of Practice, Strategy and Organizations
PhD, Washington University in St. Louis
Research interests: innovation, organization design, organization structure, entrepreneurship, venture capital

Stuart Bunderson
George and Carol Bauer Professor of Organizational Ethics and Governance and Co-Director of the Bauer Leadership Center
PhD, University of Minnesota
Research interests: organizational behavior and theory, knowledge management, coordination of specialized expertise

Kurt Dirks
Bank of America Professor of Managerial Leadership and Co-Director of the Bauer Leadership Center
PhD, University of Minnesota
Research interests: organizational behavior, trust in work relationships, feelings of ownership in the workplace, leadership, teams

Hillary Anger Elfenbein
John K. and Ellen A. Wallace Distinguished Professor of Organizational Behavior
PhD, Harvard University
Research interests: emotions in the workplace

Emily Grijalva
Assistant Professor of Organizational Behavior
PhD, University of Illinois, Urbana-Champaign
Research interests: narcissism and its link to personality development and leadership emergence and effectiveness, as well as on gender and counterproductive work behavior

Ashley Hardin
Assistant Professor of Organizational Behavioral
PhD, University of Michigan
Research interests: quantitative social research, qualitative social research, social psychology

Andrew Knight
Associate Professor of Organizational Behavior
PhD, University of Pennsylvania
Research interests: groups and teams, affect, relationships, entrepreneurship, healthcare

Judi McLean Parks
Reuben C. and Anne Carpenter Taylor Professor of Organizational Behavior
PhD, University of Iowa
Research interests: conflict management and dispute resolution, psychological contracts and workplace justice, diversity and sociocultural and cross-cultural management factors, revenge in the workplace, organizational identity

Ray Sparrowe
Associate Professor of Organizational Behavior
PhD, University of Illinois at Chicago
Research interests: leadership, informal relationships in organizations, group processes and outcomes
“The success of our marketing PhD program comes from its size and top-notch faculty. The small size ensures that each student gets individual attention throughout the program, while the premier Olin faculty allow students to apply the newest techniques to projects that match their interests.”
—Raphael Thomadsen, Associate Professor of Marketing

At Olin, the Marketing discipline is distinguished by a demand for innovative ideas, critical thinking and a strong emphasis on quantitative abilities. The program has two areas of study: Marketing Science and Consumer Behavior.

Marketing Science focuses on economic fundamentals, including microeconomic theory and econometrics. Using this methodology, you’ll examine mathematical modeling of buyer/seller interactions, consumer choices, purchase behavior, resource allocation, components of the marketing mix and new-product development.

As a Consumer Behavior student, you’ll concentrate on psychology fundamentals, including cognitive psychology, social psychology and behavioral decision theory. These areas provide a strong foundation for you to study and research consumer judgment and decision making, cognition, culture, emotions, motivation, individual differences, perception and social influence.

Some PhD Marketing students analyze the intersection of Marketing Science and Consumer Behavior, exploring how the interplay of these two broad areas can improve understanding and predict marketing phenomena.

Collaborative Research—Marketing Faculty and PhD Students

Working Papers:
CHAIR: Tat Y. Chan  
Professor of Marketing  
PhD, Yale University  
Research interests: industrial organization, applied econometrics, applied microeconomics, marketing

Cynthia Cryder  
Associate Professor of Marketing  
PhD, Carnegie Mellon University  
Research interests: judgment and decision making, prosocial behavior, incentives, field and Internet research methodology

Xiang Hui  
Assistant Professor of Marketing  
PhD, Economics, Ohio State University  
Research interests: quantitative marketing, economics of digitization, industrial organization

Baojun Jiang  
Associate Professor of Marketing  
PhD, Carnegie Mellon University  
Research interests: competitive strategy, behavioral economics, the sharing economy, platform-based business models, pricing, distribution channels, innovation, operations/marketing interface, game theory

Robyn LeBoeuf  
Associate Professor of Marketing  
PhD, Princeton University  
Research interests: consumer behavior, judgment and decision making, behavioral decision theory, intertemporal choice, gift giving

Meng Liu  
Associate Professor of Marketing  
PhD, Clemson University  
Research interests: market designs, digital platforms, economics of digitization

Chakravarthi Narasimhan  
Philip L. Siteman Professor of Marketing  
PhD, University of Rochester  
Research interests: supply chain strategies, e-strategies, modeling customer profitability, choice modeling

Yulia Nevskaya  
Assistant Professor of Marketing  
PhD, University of Rochester  
Research interests: consumer tastes evolution and habit formation, dynamic structural choice models, rewards programs, digital marketing

Stephen Nowlis  
August A. Busch Jr. Distinguished Professor of Marketing  
PhD, University of California, Berkeley  
Research interests: consumer behavior, decision making, consumption

Hannah Perfecto  
Assistant Professor of Marketing  
PhD, University of California, Berkeley  
Research interests: consumer behavior, behavioral decision theory, metacognition, field experiments, research replicability and reliability

Sydney Scott  
Assistant Professor of Marketing  
PhD, University of Pennsylvania  
Research interests: morality and consumption, judgment and decision making, preferences for natural products

Seethu Seetharaman  
W. Patrick McGinnis Professor of Marketing and Director of the Center for Analytics and Business Insights  
PhD, Cornell University  
Research interests: dynamic choice behavior of households using econometric models

Raphael Thomadsen  
Associate Professor of Marketing  
PhD, Stanford University  
Research interests: pricing, product design, game theory, point-of-sale, marketing

Elanor Williams  
Associate Professor of Marketing  
PhD, Cornell University  
Research interests: social consumption and consumer decision making

Song Yao  
Associate Professor of Marketing  
PhD, Duke University  
Research interests: quantitative marketing, empirical microeconomics, advertising, new technology, auctions, competitive strategy, customer analytics
“Our students benefit from a large faculty-to-student ratio relative to other PhD programs. This means more attention—and the ability to work with multiple faculty before deciding on a dissertation topic.”
—Minyuan Zhao, Associate Professor of Strategy

At Olin, we believe that great Strategy and Entrepreneurship PhD candidates have a fundamental drive to impact business practice. Our students, like our faculty, have diverse undergraduate training, including economics, chemistry, engineering and mathematics. We strongly promote interdisciplinary and collaborative research among PhD students and faculty across business disciplines and with other areas and schools at Washington University.

The Center for Research in Economics and Strategy (CRES) advances the understanding of firms and markets by supporting scientific research employing state-of-the-art analytical and empirical methods. Intended for publication in top-tier academic journals, CRES-sponsored research addresses substantive questions in many areas of economics and strategy. In addition to research assistance, which includes PhD student funding and data collection, CRES supports frequent presentations of internal and external research, national and international short-term visitors, CRES Fellows and a website that includes extensive research listings.

Collaborative Research—Strategy and Entrepreneurship Faculty and PhD Students

Working Papers:

Published Papers:

*Indicates current or former student
Strategy and Entrepreneurship Faculty

CHAIR: Anne Marie Knott
Robert and Barbara Frick Professor of Business
PhD, University of California, Los Angeles
Research interests: innovation, R&D, entrepreneurship, managerial value

Nicholas Argyres
Vernon W. and Marion K. Piper Professor of Strategy
PhD, University of California, Berkeley
Research interests: strategy and structure, vertical integration, contracting and interorganizational arrangements, strategy and the institutional environment, information technology and organization, organizational politics

Seth Carnahan
Associate Professor of Strategy
PhD, Strategy, University of Maryland
Research interests: strategy, entrepreneurship, human capital, employee mobility

Daniel W. Elfenbein
Associate Professor of Strategy
PhD, Harvard University
Research interests: governance of complex transactions, markets for intellectual property, innovation and technological change, university–industry technology transfer, incentives in organizations

Tarek Ghani
Assistant Professor of Strategy
PhD, University of California, Berkeley
Research interests: market and institutional development in emerging economies

Jackson A. Nickerson
Frahm Family Professor of Organization and Strategy and Brookings Non-Resident Senior Scholar in Government Studies
PhD, University of California, Berkeley
Research interests: business strategy organization choice and performance, corporate survival, new institutional economics, intellectual capital management, management of innovation and technology

Lamar Pierce
Professor of Organization and Strategy
PhD, University of California, Berkeley
Research interests: business strategy and public policy, fraud and corruption, ethics, incentives in organizations

Ulya Tsolmon
Assistant Professor of Strategy
PhD, Duke University
Research interests: internal markets and governance of multiunit firms, strategic human capital and firm boundaries, innovation strategy

Minyuan Zhao
Assistant Professor of Strategy
PhD, New York University
Research interests: business/corporate strategy, international business, international economics