The Bentley PhD in Business with a Marketing concentration pursues innovative and insightful research on how organizations produce, deliver and sustain value for consumers, other organizations and society. Through this specialized curriculum, you could take courses in consumer behavior and marketing strategy, and then a course related to your specific dissertation area within marketing. Our portfolio of research interests represents a wide-ranging perspective of the marketing discipline, a perspective that ultimately benefits the university, the discipline and your career.

**DIRECTOR OF PhD PROGRAMS**

**JAY C. THIBODEAU**

- Research interests: External auditing process, cognitive characteristics of experts, big data in financial statement auditing
- As director, Jay is passionate about developing highly productive scholars and outstanding classroom teachers.

**WORLD-CLASS FACULTY**

**SUSAN DOBSCHA**

- Research interests: Sustainability, transformative consumer research, gender issues, and consumer behavior

**NADA I. NASR**

- Research interests: Postpurchase consumer behavior, customer lifetime value, mindful consumer behavior

**LAN XIA**

- Research interests: Consumer information processing, behavior pricing, e-commerce, service and satisfaction

**PIERRE BERTHON**

- Research interests: Mindfulness, digital addiction, technology, secrets, virtue signaling, theory building, strategy, decision making and design ethics

**PROGRAM FEATURES**

- One of only two PhD programs in the United States accredited by both AACSB and EQUIS, and the only program in the United States with membership in the European Doctoral Association in Management and Business Education (EDAMBA).
- Free tuition and student health insurance, plus a generous stipend for the first four years, with a fifth year of funding possible. Students also receive research and conference support.
- An inclusive community committed to producing high-quality research.
- Located just nine miles from the heart of Boston.
- A broad interdisciplinary foundation with emphasis on business, technology and society.
- Methodology courses, including both quantitative and qualitative courses, as well as a specialized course in experimental design.
- Mentored, hands-on training in teaching.

Designed for top-level candidates with research interest in:

- Consumer behavior
- Consumer empowerment and/or disempowerment
- Marketing and technology
- Gender
- International marketing
- Marketing analytics
- Pricing
- Social or cause-related marketing
- Subsistence marketplaces
- Sustainability
SELECTED RESEARCH BY MARKETING FACULTY, PHD STUDENTS AND ALUMNI


FOR MORE INFORMATION
ADMINISTRATIVE DIRECTOR Patricia Caffrey
EMAIL pacaffrey@bentley.edu
PHONE 781-891-2541
MAIL Bentley University, 175 Forest Street, Waltham, MA 02452 USA

FACULTY CONTACT
MARKETING Susan Dodscha
EMAIL sdobscha@bentley.edu

APPLICATION DEADLINE:
January 5, 2022
Early applications are encouraged.
bentley.edu/phd