

Hunter N. Hatfield

Rawls College of Business, Texas Tech University
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EDUCATION

Ph.D. in Business Administration, Marketing 2021-Present
Texas Tech University, Lubbock, TX

Bachelor of Business Administration, Marketing 2017-2020
Texas Tech University, Lubbock, TX

RESEARCH INTERESTS

Marketing Strategy, Marketing Management, Marketing Theory, and Macromarketing

TEACHING INTERESTS

Marketing Strategy, Macromarketing, Digital Marketing, and Services Marketing

REFEREED PUBLICATIONS

Hansen, Jared M., Robert E. McDonald, and Hunter Hatfield (2023), "Exploring Market Orientation versus Finance Orientation Effects on Perceived CSR Motivations and Outcomes," *Journal of Business Research*, Forthcoming.

Madhavaram, Sreedhar and Hunter N. Hatfield (2022), "Continuing the Manifesto Conversation: Toward Building a Renewal Capability for the Marketing Discipline," *AMS Review*, 12 (3-4), 188-195.

Hunt, Shelby D., Sreedhar Madhavaram, and Hunter N. Hatfield (2022), "The Marketing Discipline's Troubled Trajectory: The Manifesto Conversation, Candidates for Central Focus, and Prognosis for Renewal," *AMS Review*, 12 (3-4), 139-156. Lead Article.

*Winner of Best AMS Review Article of 2022.

WORKS IN PROGRESS

Hatfield, Hunter N. and Sreedhar Madhavaram (2023), Title Withheld. *Journal of the Academy of Marketing Science*.

Madhavaram, Sreedhar, Kerry T. Manis, Siavash Rashidi-Sabet, and Hunter N. Hatfield (2023), Title Withheld. *Journal of Marketing*.

HONORS & AWARDS

2023 Rawls College of Business Doctoral Student Excellence in Research Award

2022 Best *AMS Review* Article of 2022

CONFERENCE PROCEEDINGS/PRESENTATIONS

Hatfield, Hunter N. and Sreedhar Madhavaram (2023), “Resource Scarcity Implications for Marketing Strategy,” poster presentation, AMA Winter Academic Conference, Nashville, TN.

INVITED PRESENTATIONS

Hatfield, Hunter N. (2023), “Continuing the Conversation: Are Brands Doing too Much?” serving as discussant for the Mittelstaedt & Gentry Doctoral Symposium Spring 2023, Lincoln, NE.

GRANTS & SCHOLARSHIPS

2021- Present AT&T Chancellor’s Graduate Fellowship
Texas Tech University

2020 Vincent Peter Luchsinger III Endowed (Business) Scholarship
Texas Tech University

2020 BA Marketing Scholarship
Texas Tech University

2020 Phi Kappa Phi Competitive Scholarship
Texas Tech University

2019 Dr. Debra Laverie (Business) Scholarship
Texas Tech University

2019 Redmon Family Endowed (Business) Scholarship
Texas Tech University

2018 Jeff L. Smith Endowed (Business) Scholarship
Texas Tech University

2017-2020 Top 25% Presidential Scholarship
Texas Tech University

TEACHING EXPERIENCE

Texas Tech University, Rawls College of Business
Teaching Assistant to Dr. Sreedhar Madhavaram

MKT 5360: Marketing Concepts and Strategies, Fall 2022, Spring 2023

Teaching Assistant to Dr. Shelby D. Hunt

MKT 4385: Marketing Strategy, Spring 2022, Fall 2021, Spring 2021, Fall 2020, Spring 2020,
Fall 2019

MEMBERSHIPS

Professional

American Marketing Association (AMA)

Academy of Marketing Science (AMS)

Honorary

Phi Kappa Phi Honor Society

Beta Gamma Sigma Honor Society

Order of Omega Greek Honor Society

RELEVANT COURSEWORK

Marketing Theory

Shelby D. Hunt

Advanced Topics in Marketing Research

Babu John-Mariadoss

Practicum in Higher Education for Business

Debra A. Laverie

Consumer Behavior

Deidre Popovich

Marketing Strategy

Robert E. McDonald

Advanced Business Research Methods

Larry J. Williams

Structural Equation Modeling

Larry J. Williams

Applied Multivariate Analysis

Larry J. Williams

Regression Analysis

Soohyun Yi