

Thomas Madden, Ph.D.

Tom Madden is a professor of marketing in the Moore School at the University of South Carolina, and the Director for the Moore School's PMBA Program and for the Joint Executive International MBA Program with the Tec de Monterrey, Guadalajara, Mexico. Prior to joining the faculty in 1986, Tom taught at the University of Massachusetts for five years where he had earned his Ph.D. degree in 1982. Tom's teaching interests include value-based marketing, marketing research and branding strategies. His research has appeared in the leading marketing journals such as the Journal of Marketing Research, the Journal of Marketing, the Journal of Consumer Research, and the Journal of the Academy of Marketing Science. Tom, along with his coauthors, received the Paul E. Green Award for the best paper in the Journal of Marketing Research 2001 and the Sheth award for the best paper in the Journal of the Academy of Marketing Science 2007. Tom's current research interests include the use of Value-Based Marketing Strategies and specifically the impact of brand equity on shareholder value. He has co-authored a marketing management textbook, Marketing Management: Strategies and Programs 6th edition, and two marketing research text books, Marketing Research in a Marketing Environment, 1st, 2nd, and 3rd editions, Essentials of Marketing Research.

Tom has participated in consulting arrangements with companies such as Colonial Life, Land Rover North America, Stouffers, U.S. Department of Agriculture, Xerox, and Zeneca. Tom has conducted executive development programs for companies such as Enodis, Gulf Stream, Medical University of South Carolina, Milliken Company, Raychem, South Carolina Electric & Gas, Torrington, Wienerberger and Xerox. He has conducted executive marketing seminars in Western Europe, Eastern Europe and in the Dominican Republic. Tom has participated in Executive MBA programs in Latin America and Eastern and Western Europe. Tom has received teaching awards as outstanding professor for the Moore School's two graduate international programs, Masters in International Business Studies and the International Masters in Business Administration. Tom has twice received the Alfred G. Smith School of Business Teacher of the Year Award. Tom has been asked by the Institute for International Research to present his work on the measurement of Brand Equity for the last three years.