



DR. JEANNETTE MENA
Assistant Professor of Marketing
University of Mississippi
Ph.D: Michigan State University
Previous career: market research



I was working in market research. It was a good job, but there was just something missing. I found myself asking a lot of questions other people in business don't ask, like "Why?"

I had a mentor, a former professor, who had mentioned to me before, "Why don't you get a Ph.D.?" I didn't take it seriously at first. Then I got a postcard from The PhD Project. I went to the conference, and that influenced my decision to pursue a Ph.D.

At first, you don't see the research part of being a professor. You see the teaching and the mentoring parts. But I had two master's degrees in international business at that point, and my work was in strategy, so that shaped me as a researcher. I am now targeting top marketing journals, and my research interests include marketing strategy and international marketing.

My first two years at Michigan State University – it wasn't what you'd expect; it was hard and overwhelming. Several people at the Doctoral Students Association, like Joseph Miller, helped me very much. The mock interviews that prepare you for the job market were also very helpful.

Down the line, after tenure, I want to be more involved in service and participate in The PhD Project – influencing the next generation.