



## **Dr. Michael Porter Receives 2016 Sheth Medal**

Professor Michael E. Porter of Harvard University is this year's recipient of the prestigious Sheth Medal for enduring and transformational contributions to marketing scholarship and marketing practice. Porter is the fourth recipient of the Sheth Medal; other prior recipients include Dr. Phil Kotler, Northwestern University (2013), Dr. John Little, MIT (2014), and Dr. Gerald Zaltman, Harvard University (2015). The award was presented at the Harvard Faculty Club on September 29, 2016.

Dr. Porter is a University Professor at Harvard Business School and also the founding director of the Institute for Strategy and Competitiveness ([www.isc.hbs.edu](http://www.isc.hbs.edu)). Throughout his career, Dr. Porter has brought economic theory and strategy concepts to bear on many of the most challenging problems facing corporations, economies, and societies, including market competition and company strategy, economic development, the environment, and health care. His extensive research is widely recognized in governments, corporations, NGOs, and academic circles around the globe, for which he has received numerous awards. He is also the most cited scholar in economics and business. While Dr. Porter is, at the core, an economist and researcher, his work has also achieved remarkable influence on practitioners across multiple fields.-

To this effect, "Michael Porter has inspired numerous scholars, companies, and governments with his theoretically robust but practically applicable approach to international competitiveness, business thinking, and implementation of business strategy," said Tomas Hult, President of the Sheth Foundation, Executive Director of the Academy of International Business, and Byington Endowed Chair at Michigan State University.

Dr. Jagdish Sheth, Founder of The Sheth Foundation, said: "Michael Porter is unique in so many ways and has made countless contributions to all business fields, notably business strategy, economics, and international business. He has also had tremendous impact on all business fields, including his role as one of the most influential scholars in marketing strategy and international marketing," Sheth continued: "His breadth of knowledge, depth of contribution, and incredible influence spanning economics and business make Dr. Porter a truly unique scholar."

The Sheth Foundation is delighted to honor Professor Michael Porter with the Sheth Gold Medal 2016 for his superb contributions not only to the field of marketing but, more importantly, for his contributions to both scholarship and practice across the fields of economics and business in general.

*The Sheth Foundation is a not-for-profit organization whose mission is to develop and recognize scholars and scholarship in marketing globally and further the development of marketing thought. [www.shethfoundation.org](http://www.shethfoundation.org)*

## Sheth Medal

The Sheth Foundation Medal for Exceptional Contribution to Marketing Scholarship and Practice is designed to recognize an academic who has made enduring and transformational contributions to (a) marketing scholarship and (b) marketing practice in the form of for-profit, not-for-profit, or governmental organizations.



## Sheth Medal Recipients

- 2016 – Dr. Michael Porter, Harvard University
- 2015 – Dr. Gerald Zaltman, Harvard University
- 2014 – Dr. John Little, MIT
- 2013 – Dr. Phil Kotler, Northwestern University



Dr. Gerald Zaltman – 2015



Dr. John Little – 2014



Dr. Phil Kotler – 2013

## Attendees 2016

1. Michael Porter
2. Sonia Smyth
3. Peter Smyth
4. Debbie Porter
5. Richard Caves
6. Bill Magretta
7. Joan Magretta
8. John McArthur
9. Natty McArthur
10. Jagdish Sheth
11. Madhu Sheth
12. Reshma Shah
13. Tomas Hult
14. Gerald Zaltman
15. Ann Zaltman
16. Ruth Bolton
17. Bill Crittenden
18. Vicky Crittenden
19. Kash Rangan
20. Jayanthi Rangan
21. Sophie Kombo
22. Jill Hogue