

Statement of Candidacy
Huachao Gao

I am an Associate Professor of Marketing and International Business at Gustavson School of Business. I joined Gustavson in 2016 and have been an active member of the Gustavson family in the last six years. My research focuses on international marketing and sustainability, and I have taught multiple courses in the school including marketing principles, international marketing, and digital and social media marketing.

I want to serve in the Dean's Search Committee for several reasons. First, as a member of the Gustavson community, I really want to contribute. This is especially the case given in the last six years, the school as a whole has protected me from many service duties as an Assistant Professor. Now, as a tenured associate professor, I strongly believe it is my turn to serve the school. Second, I am motivated to provide my unique perspectives on our next dean, which includes but not limited to research orientation, focus on diversity, and commitment to the long-term success of the school. Third, I consider myself an impartial person in judging who would be the best candidate to lead our school in the next few years. Lastly, I am a team player who is willing to spend the time to collaborate with other search committee members to ensure the search process is smooth and the search outcome is successful.

Accordingly, I want to be considered as a candidate for the dean's search committee. Thank you for your consideration and support.