Research Notes: Chris Hydock

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Chris Hydock, assistant professor of marketing, was selected as one of the Marketing Science Institute's 2025 Young Scholars. The Young Scholars Program was created to recognize excellence in marketing scholarship, build meaningful connections across disciplines, and strengthen relationships between leading academics and MSI's member organizations. The 38 scholars selected for inclusion in this year's class are among the most promising early career researchers globally. Hydock is one of the leading scholars on brand activism, with five articles and over 800 citations on the topic, and he is currently co-editing a book on the subject. Since beginning his academic career, he has published 15 articles in peer-reviewed publications, including six in top-tier business journals, and has been cited over 1,200 cites on Google Scholar.