OUR MISSION
We take an interdisciplinary approach to develop consumer knowledge that guides firm strategy, informs public policy, supports customer well-being, and educates the next generation of leaders and academicians.

We use insights and methods from psychology, anthropology, economics, and computer science to understand how market factors and social context influence customer perceptions, decisions, and actions, and drive marketing programs and plans.

We possess distinctive expertise in explaining how value is created, captured, and sustained, and measured in the physical and digital worlds.

OUR PHILOSOPHY
We seek to bridge research and practice through applied research activities and a world-class faculty that embraces the expertise gained through business experiences.

We value experiential learning as an opportunity to master real-world problems, which benefits our students, the business community, and broader stakeholder groups.

Our inclusive and vibrant community of learners allows everyone to have a voice, and is supported by classroom innovations and leading-edge content.

OUR RESEARCH INTERESTS
- Aesthetics and product designs
- Brand and community relationship
- Branding
- Consumer judgment and decision-making
- Consumer well-being
- Digital marketing and e-commerce
- Health care marketing
- Retailing
- Return on marketing investment
- Marketing metrics
- Word-of-mouth and social influence
- Marketing/finance interface

RESEARCH FACULTY

Barbara Bickart, Associate Professor, Department Chair and Dean’s Research Scholar
RESEARCH INTERESTS How communication influences consumers’ inferences, judgments, and connections
EDUCATION PhD, University of Illinois at Urbana

Frederic Brunel, Associate Professor and Dean’s Research Scholar
RESEARCH INTERESTS The intersection of social psychology and anthropology, consumer relationships, and product design
EDUCATION PhD, University of Washington

Roberta Clarke, Associate Professor
RESEARCH INTERESTS Exploration of the utility of patient retention in health care
EDUCATION DBA, Harvard University

Susan Fournier, Questrom Professor in Management and Senior Associate Dean of Faculty and Research
RESEARCH INTERESTS Creation and capture of value through branding and brand relationships
EDUCATION PhD, University of Florida

Daniella Kupor, Assistant Professor
RESEARCH INTERESTS Consumer behavior, with a focus on persuasion as well as judgment and decision-making
EDUCATION PhD, Stanford University

Didem Kurt, Assistant Professor
RESEARCH INTERESTS Consumer behavior with a special focus on social influence and in-store decision-making
EDUCATION PhD, University of Pittsburgh

Chiara Longoni, Assistant Professor
RESEARCH INTERESTS Cognitive, affective, and motivational factors that shape judgments and behaviors
EDUCATION PhD, New York University

Carey Morewedge, Associate Professor and Everett W. Lord Distinguished Faculty Scholar
RESEARCH INTERESTS Consumer behavior, with a focus on judgment and decision-making
EDUCATION PhD, Harvard University

Shuba Srinivasan, Adele & Norman Barron Professor in Management
RESEARCH INTERESTS Linking marketing actions and metrics to firm financial performance
EDUCATION PhD, University of Texas at Dallas

Monic Sun, Assistant Professor
RESEARCH INTERESTS Digital marketing: informative advertising, user-generated content, behavioral targeting, and social networks
EDUCATION PhD, Boston University

Remi Trudel, Associate Professor
RESEARCH INTERESTS Consumers’ health, financial, and sustainable decision-making
EDUCATION PhD, University of Western Ontario

Georgios Zervas, Assistant Professor
RESEARCH INTERESTS Digitization and Internet markets
EDUCATION PhD, Boston University
SELECTED PUBLICATIONS


TEACHING & EMERITUS FACULTY

Clinical Associate Professor
Susan Jung Grant
Assistant Professor
Jonathan Hibbard
Associate Professor
Melvyn Menezes
Master Lecturer
Deborah Utter

Senior Lecturer
Michelle Ehrenreich
Patricia Hambrick
Lecturer
Matt Butterfield
Phyllis McGinnis
Carol Meier
Earl Rideout
Professor Emeritus
Ron Curhan
Patrick Kaufmann

BEHAVIORAL LAB

The Behavioral Lab assists Questrom-affiliated researchers in conducting simulations and experiments that will develop new knowledge about management and human behavior.

MARKETING PROGRAMS

The Marketing Department supports a marketing concentration at both the undergraduate and MBA levels. In addition, we support the Questrom cross-disciplinary sector concentration in Retailing at the undergraduate level. We offer a Social Media Marketing MOOC through Questrom Digital on the edX platform as part of the Digital Product Management Micromasters Degree, which provides entrée into the marketing UG and MBA programs and custom executive engagements. For more information on the edX Social Media Marketing course: bit.ly/qd504x.

TO LEARN MORE, VISIT:
bu.edu/questrom/faculty-research/academic-departments/marketing

FOR GENERAL INQUIRIES, PLEASE CONTACT:
Chloe Young, chyoung1@bu.edu | 617-353-4149