MARKETING

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.

RESEARCH FACULTY

Barbara Bickart, Associate Professor and Senior Associate Dean, MBA Programs

RESEARCH INTERESTS: How communication influences consumers’ inferences, judgments, and connections

EDUCATION: PhD, University of Illinois at Urbana

Frederic Brunel, Associate Professor and Assistant Dean, Undergraduate Program

RESEARCH INTERESTS: The intersection of social psychology and anthropology, consumer relationships, and product design

EDUCATION: PhD, University of Washington

Susan Fournier, Allen Questrom Professor and Dean

RESEARCH INTERESTS: Creation and capture of value through branding and brand relationships

EDUCATION: PhD, University of Florida

Andrey Fradkin, Assistant Professor

RESEARCH INTERESTS: Industrial organization, economics of digitization, labor economics

EDUCATION: PhD, Stanford University

Garrett Johnson, Assistant Professor

RESEARCH INTERESTS: Digital marketing, including online display advertising. Uses experimental and structural methods to measure ad effectiveness and understand the welfare implications of consumer tracking

EDUCATION: PhD, Northwestern University

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

Nina Mazar, Professor and Co-Director, Susilo Institute for Ethics in the Global Economy

RESEARCH INTERESTS: Behavioral economics, judgment and decision making, consumer behavior, pricing, financial decision making, incentives, morality, pro-social behavior

EDUCATION: PhD, Johannes Gutenberg-University, Mainz

Carey Morewedge, 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 and Department Chair

RESEARCH INTERESTS: Linking marketing actions and metrics to firm financial performance

EDUCATION: PhD, University of Texas at Dallas

Monic Sun, Associate Professor

RESEARCH INTERESTS: Digital marketing, informative advertising, user-generated content, behavioral targeting, and social networks

EDUCATION: PhD, Boston University

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 design
- Brand and community relationship
- Branding
- Consumer judgment and decision-making
- Consumer well-being
- Digital marketing and e-commerce
- Healthcare marketing
- Retailing
- Return on marketing investment
- Marketing metrics
- Word-of-mouth and social influence
- Marketing/finance interface

INFORMATION ACCURATE AS OF 9/1/18.
Remi Trudel, Associate Professor and Dean’s Research Scholar

**RESEARCH INTERESTS**
Consumers’ health, financial, and sustainable decision-making

**EDUCATION**
PhD, University of Western Ontario

Georgios Zervas, Assistant Professor and Dean’s Research Scholar

**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
Melyvn Menezes

Master Lecturer
Deborah Utter

Senior Lecturer
Michelle Ehrenreich
Patricia Hambrick

**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](bit.ly/qd504x).

**FOR GENERAL INQUIRIES, PLEASE CONTACT:**
Alex Nishibun, nishibun@bu.edu | T: 617-353-4149