# 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.

## 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
- Behavioral Economics
- Brand and community relationship
- Branding
- Consumer judgment and decision-making
- Consumer well-being
- Digital marketing and e-commerce
- Ethics
- Financial Decision Making
- Healthcare marketing
- Marketing metrics
- Marketing/finance interface
- Privacy and GDPR
- Retailing
- Return on marketing investment
- Search Behavior
- Sustainability
- Word-of-mouth and social influence

## 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 Associate Dean, Undergraduate Program
**Research Interests**: The intersection of social psychology and anthropology, consumer relationships, and product design  
**Education**: PhD, University of Washington

### Susan Fournier, 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, digital platforms, search behavior and experimentation  
**Education**: PhD, Stanford University

### Garrett Johnson, Assistant Professor
**Research Interests**: Digital marketing, online display advertising, privacy, GDPR, field experiments  
**Education**: PhD, Northwestern University

### Anat Keinan, Associate Professor
**Research Interests**: Branding, symbolic consumption, consumer wellness and well-being, luxury marketing  
**Education**: PhD, Columbia University

### Daniella Kupor, Assistant Professor and Dean’s Research Scholar
**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**: Consumer behavior with a focus on artificial intelligence, medical decision making, and sustainable consumption  
**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

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**Information accurate as of 10/21/19**
Monic Sun, Associate Professor and Dean’s Research Scholar

**RESEARCH INTERESTS** Digital marketing, behavioral economics, and social influences.

**EDUCATION** PhD, Boston University

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, Associate Professor and Dean’s Research Scholar

**RESEARCH INTERESTS** Digitization and Internet markets

**EDUCATION** PhD, Boston University

**SELECTED PUBLICATIONS**


