



"The level of mentorship that PhD students receive at Wash U Olin is beyond anything that I have witnessed elsewhere. Our faculty care deeply about our PhD program and PhD students, providing students with the experience and expertise necessary to excel at the next level."

—Cynthia Cryder, Associate Professor of Marketing

At Olin, the marketing discipline is distinguished by a demand for innovative ideas, critical thinking and a strong emphasis on quantitative abilities. The program has two areas of study: Marketing Science and Consumer Behavior.

Marketing Science focuses on economic fundamentals, including microeconomic theory and econometrics. Using this methodology, you'll examine mathematical modeling of buyer/seller interactions, consumer choices, purchase behavior, resource allocation, components of the marketing mix and new product development.

As a Consumer Behavior student, you'll concentrate on psychology fundamentals, including cognitive psychology, social psychology and behavioral decision theory. These areas provide a strong foundation for you to study and research consumer judgment and decision-making, cognition, culture, emotions, motivation, individual differences, perception and social influence.

Some PhD Marketing students analyze the intersection of Marketing Science and Consumer Behavior, exploring how the interplay of these two broad areas can improve understanding and predict marketing phenomena.

Collaborative Research—Marketing Faculty and PhD Students

*Indicates current or former student

Working Papers:

- Chan, T.Y., Chen, G.* and Zhang, D.J. The Effects of Recommendations on the Quality and Quantity of User-Generated Content and Their Social Feedback.
- Chen, G.*, Chan, T.Y., Zhang, D.J., Liu, S. and Wu, Y. The Effects of Diversity in Algorithmic Recommendations on Digital Content Consumption: A Field Experiment. Major revision in Marketing Science: Frontiers.
- Chen, G.*, Seetharaman, S., and Shi, A.L.* Shopping Behavior during the Covid-19 Pandemic: A Supermarket Perspective.
- Healey, P. M.*, LeBoeuf, R. and Novemsky, N. The Value of Surprise: People's Forecasts Overestimate the Pleasure Brought by Surprises.
- Healey, P. M.* and Nowlis, S. The Effect of Initial Preference Elicitations on the Subsequent Acceptance of Undesirable Items.
- Healey, P. M.*, Scott, S. and Cryder, C. Perceptions of Safety and Efficacy of Medicinal Dosages.
- Karaman, H.*, Song, C.*, Chan, T.Y. and Yao, S. Spillover Effects of Online Reviews: Evidence from the Hotel Industry.
- Kim, D.*, Jiang, Z.*, and Thomadsen, R. TV Advertising Effectiveness with Racial Minority Representation: Evidence from the Mortgage Market*
- Kim, D.*, Schweidel D. and Thomadsen, R. Political Advertising and the Information Ecosystem.
- Naborn, J. and Cryder, C. Pain-of-Paying Is Higher for Necessary Purchases.
- Naborn, J.* and Gonzalez, F. Consumers Treat Arbitrary Category Boundaries as Meaningful.
- Park, A., Cryder, C. and Gerson, R.* The Benefits of Social-Digital Payment Methods on Peer Debt Repayment.
- Shi, A.L., Seetharaman, S., Sardella, A., Wall, M. and Abeyakaran, C. "Nip it in the Bud!" Managing the Opioid Crisis: Supply Chain Response to Anomalous Buyer Behavior.
- Shi, A.L.*, Zhang, D.J. and Chan, T.Y. Using Algorithmic Scores to Measure the Impacts of Targeted Promotional Messages.
- Song, C.*, Cao, J., Chan, T.Y. and Gu, H.* Mall-wide Conditional Promotions.

Published Papers:

- Chan, T., Bottom, W. and Zhang, X.* (2022) Direct and Indirect Reciprocity in Team Conflict: Relational Aspects of Vicarious Retribution in Major League Baseball. Forthcoming at Journal of Applied Psychology.
- Chan, T., Hamdi, N.*, Hui, X. and Jiang, Z.* (2022). Digital Verification and Inclusive Access to Credit: Evidence from Equifax. Forthcoming at Marketing Science.
- Chan, T., Hamdi, N., Hui, X. and Jiang, Z.* (2021). The Value of Verified Employment Data for Consumer Lending: Evidence from Equifax. Marketing Science.
- Chan, T., Lu, K.* and Wei, Z. (2022). Information Asymmetry and Strategic Early Bidding in Peer-to-Peer Lending. Forthcoming at Information System Research.
- Chan, T., Luo, X., Wang, X., and Zhang, S.* (2022). Additive Digital Content Consumption and Strategic Self-Control: An Empirical Study. Forthcoming at Marketing Science, Vol. 41, issue 4, 795-814.
- Chan, T., Jiang, Z.*, Che, H.* and Wang, Y.* (2021). Consumer Search and Purchase: An Empirical Investigation of Search-Based Retargeting Policy. Marketing Science, 40: (2), 219-240.
- Chan, T., Jiang, Z.* and Zhang, D. (2021). How Does Bonus Payment Affect the Demand for Auto Loans and Their Delinquency?" Journal of Marketing Research: 58 (3), 476-496.
- Fossen, B.L., Kim, D.*, Schweidel, D.A. and Thomadsen, R. (2022) The Role of Slant and Message Consistency in Political Advertising Effectiveness: Evidence from the 2016 Presidential Election. Quantitative Marketing and Economics, 20 (1), 1-37, 2022. Winner: 2022 Kelley School of Business Research Award.
- Gershon, R.*, Cryder, C., John, L. (2020). "Why Prosocial Referral Incentives Work: The Interplay of Reputational Benefits and Action Costs. Journal of Marketing Research, 57 (1), 156-172.
- Gopalakrishnan, A., Jiang, Z.*, Nevskaya, Y. and Thomadsen, R. (2021). Can Non-tiered Customer Loyalty Programs Be Profitable? Marketing Science: 40 (3), 508-526.
- Jiang, B., Shi, H.* and Zou, T.* (2022) Effects of On-Demand Product Adjustments on Firm's Pricing and Product Strategies. Production and Operations Management, Vol. 31 (3), 1252-1270.
- Jiang, B., Sudhir, K. and Zou, T.* (2021) Effects of Cost-Information Transparency on Intertemporal Price Discrimination. Production and Operations Management 30 (2), 390-401.



CHAIR: Raphael Thomadsen

Professor of Marketing

PhD, Stanford University

Research interests: pricing, product design, game theory, point-of-sale, marketing

Tat Y. Chan

Philip L. Siteman Professor of Marketing Senior Editor, Marketing Science

PhD, Carnegie Mellon University

Research interests: judgment and decision-making, prosocial behavior, incentives, field and internet research methodology

Samuel Chun

Assistant Dean and Director of Executive Education, Professor of Management Practice

PhD, Washington University in St. Louis

Research interests: management strategy, critical thinking, innovation and growth, business-to-business marketing, pricing, business education, management development, training and development

Cynthia Cryder

Associate Professor of Marketing

PhD, Carnegie Mellon University

Research interests: judgment and decision-making, prosocial behavior, incentives, field and internet research methodology

Fausto Gonzalez

Assistant Professor of Marketing

PhD, University of California at Berkeley

Research interests: consumer behavior, judgment and decision-making, social and emotional influence, consumption

Xiang Hui

Assistant Professor of Marketing

PhD, Ohio State University

Research interests: quantitative marketing, economics of digitization, industrial organization

Boajun Jiang

Associate Professor of Marketing

PhD, Carnegie Mellon University

Research interests: competitive strategy, behavioral economics, the sharing economy, platform-based business models, pricing, distribution channels, innovation, operations/marketing interface, game theory

Robyn LeBoeuf

Professor of Marketing

PhD, Princeton University

Research interests: consumer behavior, judgment and decision-making, behavioral decision theory, intertemporal choice, gift giving

Meng Liu

Assistant Professor of Marketing

PhD, Clemson University

Research interests: quantitative marketing, economics of digitization, digital platforms, market design

Chakravarthi Narasimhan

Philip L. Siteman Professor (Emeritus) of Marketing

PhD, University of Rochester

Research interests: pricing, price promotions, competitive strategies, supply chain strategies, customer LTV and equity

Stephen Nowlis

August A. Busch Jr. Distinguished Professor of Marketing

PhD, University of California at Berkeley

Research interests: consumer behavior, decision-making, consumption, survey methodology

Hannah Perfecto

Assistant Professor of Marketing

PhD, University of California at Berkeley

Research interests: consumer behavior, behavioral decision theory, metacognition, research replicability and reliability

Sydney Elizabeth Scott

Assistant Professor of Marketing

PhD, University of Pennsylvania

Research interests: morality and consumption, preferences for natural products, health decision making

Seethu Seetharaman

Director, MS in Customer Analytics; Director, Center for Analytics and Business Insights (CABI); and W. Patrick McGinnis Professor of Marketing

PhD, Cornell University

Research interests: econometric analyses of scanner data, discrete choice experiments, structural econometric models of consumer and firm behavior, models of customer lifetime value (CLV), new product diffusion models

Zijun Tan

Assistant Professor of Marketing

PhD, University of Pennsylvania

Research interests: influencer marketing, social media, digital marketing

Elanor F. Williams

Associate Professor of Marketing

PhD, Cornell University

Research interests: consumer decisions, decision-making

Yingkang Xie

Assistant Professor of Marketing

PhD, Northwestern University

Research interests: microeconomics, industrial organization, information technology, management science, advertising, distribution channels

Song Yao

Associate Professor of Marketing

PhD, Duke University

Research interests: quantitative marketing, empirical microeconomics, advertising, new technology, auctions, competitive strategy, customer analytics

