“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.*, Chen, G.* and Zhang, D.J. The Effects of Recommendations on the Quality and Quantity of User-Generated Content and Their Social Feedback.
- 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.
- Naborn, J.* and Gonzalez, F. Consumers Treat Arbitrary Category Boundaries as Meaningful.
CHAIR: Raphael Thomadsen
Professor of Marketing
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Research interests: pricing, product design, game theory, point-of-sale, marketing

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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