"The success of our marketing PhD program comes from its size and top-notch faculty. The small size ensures that each student gets individual attention throughout the program, while the premier Olin faculty allow students to apply the newest techniques to projects that match their interests."

—Raphael Thomadsen, 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—Accounting Faculty and PhD Students

Working Papers:


Published Papers:


*Indicates current or former student
CHAIR: Tat Y. Chan
Professor of Marketing
PhD, Yale University
Research interests: industrial organization, applied econometrics, applied microeconomics, marketing

Cynthia Cryder
Associate Professor of Marketing
PhD, Carnegie Mellon University
Research interests: judgment and decision making, prosocial behavior, incentives, field and Internet research methodology

Arun Gopalakrishnan
Assistant Professor of Marketing
PhD, University of Pennsylvania
Research interests: Bayesian analysis, customer analytics, consumer risk and time preferences, customer lifetime value, digital marketing campaigns

Xiang Hui
Assistant Professor of Marketing
Ph.D., Economics, 2016, The Ohio State University
Research Interests: Quantitative Marketing, Economics of Digitization, Industrial Organization

Baojun 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
Associate Professor of Marketing
PhD, Princeton University
Research interests: consumer behavior, judgment and decision making, behavioral decision theory, intertemporal choice, gift giving

Chakravarthi Narasimhan
Philip L. Siteman Professor of Marketing
PhD, University of Rochester
Research interests: supply chain strategies, e-strategies, modeling customer profitability, choice modeling

Yulia Nevskaya
Assistant Professor of Marketing
PhD, University of Rochester
Research interests: consumer tastes evolution and habit formation, dynamic structural choice models, rewards programs, digital marketing

Steve Nowlis
August A. Busch Jr. Distinguished Professor of Marketing
PhD, University of California-Berkeley
Research interests: consumer behavior, decision making, consumption

Hannah Perfecto
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PhD, University of California, Berkeley
Research interests: consumer behavior, behavioral decision theory, metacognition, field experiments, research replicability and reliability

Sydney Scott
Assistant Professor of Marketing
PhD, University of Pennsylvania
Research interests: morality and consumption, judgment and decision making, preferences for natural products

Seethu Seetharaman
W. Patrick McGinnis Professor of Marketing and Director of the Center for Customer Analytics and Big Data
PhD, Cornell University
Research interests: dynamic choice behavior of households using econometric models

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