“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—Marketing Faculty and PhD Students

Working Papers:
- Chan, T.Y., Thomadsen, R., Yang, B.* A Salesforce-Driven Model of Consumer Choice.
- Chan, T.Y., Narasimhan C., Yoon Y.* Advertising and Price Competition in a Manufacturer-Retailer Channel.

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  

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  

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

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

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  

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

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  

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

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

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  

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

Raphael Thomadsen  
Associate Professor of Marketing  
PhD, Stanford University  
Research interests: pricing, product design, game theory, point-of-sale, marketing