



“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:

- Gershon, R., LeBoeuf, R.A., Nowlis, S., Why Do Consumers Leave Reviews? The Influence of a Personal Connection between the Buyer and Seller.
- Gershon, R.*, Cryder, C., John, L., The Social Benefits and Material Burdens of Prosocial Referral Incentives. Revise and resubmit at the Journal of Marketing Research.
- Chan, T.Y., Zhang, F.*, Zhang, Q., Customer Migration from Online Retail Platforms. Revise and resubmit at Marketing Science.
- Chan, T.Y., Bentley, T.*, Park, Y.H.*, Ranking as an Imperfect Signal in Sponsored Search Advertising and Its Empirical Implications. Revise and resubmit at Management Science.
- Chan, T.Y., Thomadsen, R., Yang, B.*, A Salesforce-Driven Model of Consumer Choice. Revise and resubmit at Marketing Science.
- Chan, T.Y., Jiang, Z.*, Che, H., Consumer Search and Purchase: An Empirical Investigation of the Search-Based Retargeting Policy. Revise and Resubmit at Marketing Science.
- Jiang, B., Sudhir, K., Zou, T.*, Cost-Information Transparency and Intertemporal Pricing. Under revision, Management Science.
- Stephenson, B.*, Cryder, C., LeBoeuf, R., Nowlis, S., Why Garlic Ice Cream? Peculiar Line Extensions Increase Choice of a Brand’s Pre-Existing Products. Revising for second round submission at the Journal of Marketing.
- Jiang, Z.*, Nevskaya, Y., Thomadsen, R., Can Non-Tiered Frequency Rewards Programs Be Profitable? Revise and resubmit at Marketing Science.
- Yang, B.*, Seetharaman, P.B., Prelaunch Advertising for Movies: An Econometric Analysis of Demand and Supply. Under review at Journal of Marketing Research.

Published Papers:

- Jiang B, Yang B.*. (2018). Quality and Pricing Decisions in a Market with Consumer Information Sharing. Management Science, forthcoming.
- Narasimhan, C., Papatla, P., Jiang, B., Kopalle, P.K., Messinger, P.R., Moorthy, S., Proserpio, D., Subramanian, U., Wu, C.*, Zhu, T., (2018). Sharing Economy: Review of Current Research and Future Direction. Customer Needs and Solutions, March: 93–106
- Gershon, R.*, Cryder, C., (2018). Goods Donations Increase Charitable Credit for Low-Warmth Donors. Journal of Consumer Research, forthcoming.
- Chan, T.Y., Murphy, A., Wang, L.*, (2018). Information Asymmetry, Manufacturer-Retailer Contracts, and Two-Sided Entry. International Economic Review, forthcoming.
- Chan, T.Y., Narasimhan, C., Yoon Y.*, (2017). Advertising and Price Competition in a Manufacturer-Retailer Channel. International Journal of Research in Marketing, 34(3): 694–716.
- Chan, T.Y., Xie, Y., Zhang, X.*, (in press). Price Search and Periodic Price Discounts. Management Science, forthcoming.
- Wu, C., Che, H., Chan, T.Y., Lu, X., (2015). The Economic Value of Online Reviews. Marketing Science, 34(5): 739–754.
- Guo, X.*, Jiang, B., (2016). Signaling through Price and Quality to Consumers with Fairness Concerns. Journal of Marketing Research, December 2016, Vol. 53(6): 988–1000.
- Cosguner, K.*, Chan, T.Y., Seetharaman, P.B., (2017). Behavioral Price Discrimination in the Presence of Switching Costs. Marketing Science, 36(3): 426–435.



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