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:

- Diaz, W., Jiang, B., Harutyunyan, B.*, Consumer Fairness Concerns and Dynamic Pricing in a Channel.
- Jiang, B., Turot, O., Zou, T.*, A One-Sentence Tweet or a One-Hour Video? Influencing the Influencer’s Recommendations with Discounts.
- Thomadsen, R., Wang, C. B., Yao, S., Zhao, N.*, The Impact of Social Distancing and Masking on COVID-19 Spread and Consumer Spending
- Yao, S., Yoo, H.*, Vitorino, M. A., Hospital Competition and Quality: Evidence from the Entry of High-Speed Train Ss in South Korea.

Published Papers:


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

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, 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

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

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

Hannah Perfecto
Assistant Professor of Marketing
PhD, University of California - 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 and 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

Elanor F. Williams
Associate Professor of Marketing
PhD, Cornell University
Research interests: consumer decisions and decision making

Song Yao
Associate Professor of Marketing
PhD, Duke University
Research interests: quantitative marketing, empirical microeconomics, advertising, new technology, auctions, competitive strategy, customer analytics