



“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.Y., Chen, G.* and Zhang, D.J. The Effects of Recommendations on the Quality and Quantity of User-Generated Content and Their Social Feedback.
- Chen, G.*, Chan, T.Y., Zhang, D.J., Liu, S. and Wu, Y. The Effects of Diversity in Algorithmic Recommendations on Digital Content Consumption: A Field Experiment. Major revision in Marketing Science: Frontiers.
- Chen, G.*, Seetharaman, S., and Shi, A.L.* Shopping Behavior during the Covid-19 Pandemic: A Supermarket Perspective.
- 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.
- Healey, P. M.*, Scott, S. and Cryder, C. Perceptions of Safety and Efficacy of Medicinal Dosages.
- Karaman, H.*, Song, C.*, Chan, T.Y. and Yao, S. Spillover Effects of Online Reviews: Evidence from the Hotel Industry.
- Kim, D.*, Jiang, Z.*, and Thomadsen, R. TV Advertising Effectiveness with Racial Minority Representation: Evidence from the Mortgage Market*
- Kim, D.*, Schweidel D. and Thomadsen, R. Political Advertising and the Information Ecosystem.
- Naborn, J. and Cryder, C. Pain-of-Paying Is Higher for Necessary Purchases.
- Naborn, J.* and Gonzalez, F. Consumers Treat Arbitrary Category Boundaries as Meaningful.
- Park, A., Cryder, C. and Gerson, R.* The Benefits of Social-Digital Payment Methods on Peer Debt Repayment.
- Shi, A.L., Seetharaman, S., Sardella, A., Wall, M. and Abeyakaran, C. “Nip it in the Bud!” Managing the Opioid Crisis: Supply Chain Response to Anomalous Buyer Behavior.
- Shi, A.L.*, Zhang, D.J. and Chan, T.Y. Using Algorithmic Scores to Measure the Impacts of Targeted Promotional Messages.
- Song, C.*, Cao, J., Chan, T.Y. and Gu, H.* Mall-wide Conditional Promotions.

Published Papers:

- Chan, T., Bottom, W. and Zhang, X.* (2022) Direct and Indirect Reciprocity in Team Conflict: Relational Aspects of Vicarious Retribution in Major League Baseball. Forthcoming at Journal of Applied Psychology.
- Chan, T., Hamdi, N.*, Hui, X. and Jiang, Z.* (2022). Digital Verification and Inclusive Access to Credit: Evidence from Equifax. Forthcoming at Marketing Science.
- Chan, T., Hamdi, N., Hui, X. and Jiang, Z.* (2021). The Value of Verified Employment Data for Consumer Lending: Evidence from Equifax. Marketing Science.
- Chan, T., Lu, K.* and Wei, Z. (2022). Information Asymmetry and Strategic Early Bidding in Peer-to-Peer Lending. Forthcoming at Information System Research.
- Chan, T., Luo, X., Wang, X., and Zhang, S.* (2022). Additive Digital Content Consumption and Strategic Self-Control: An Empirical Study. Forthcoming at Marketing Science, Vol. 41, issue 4, 795-814.
- Chan, T., Jiang, Z.*, Che, H.* and Wang, Y.* (2021). Consumer Search and Purchase: An Empirical Investigation of Search-Based Retargeting Policy. Marketing Science, 40: (2), 219-240.
- Chan, T., Jiang, Z.* and Zhang, D. (2021). How Does Bonus Payment Affect the Demand for Auto Loans and Their Delinquency? Journal of Marketing Research: 58 (3), 476-496.
- Fossen, B.L., Kim, D.*, Schweidel, D.A. and Thomadsen, R. (2022)The Role of Slant and Message Consistency in Political Advertising Effectiveness: Evidence from the 2016 Presidential Election. Quantitative Marketing and Economics, 20 (1), 1-37, 2022. Winner: 2022 Kelley School of Business Research Award.
- Gershon, R.*, Cryder, C., John, L. (2020). “Why Prosocial Referral Incentives Work: The Interplay of Reputational Benefits and Action Costs. Journal of Marketing Research, 57 (1), 156-172.
- Gopalakrishnan, A., Jiang, Z.*, Nevskaya, Y. and Thomadsen, R. (2021). Can Non-tiered Customer Loyalty Programs Be Profitable? Marketing Science: 40 (3), 508-526.
- Jiang, B., Shi, H.* and Zou, T.* (2022) Effects of On-Demand Product Adjustments on Firm's Pricing and Product Strategies. Production and Operations Management, Vol. 31 (3), 1252-1270.
- Jiang, B., Sudhir, K. and Zou, T.* (2021) Effects of Cost-Information Transparency on Intertemporal Price Discrimination. Production and Operations Management 30 (2), 390-401.



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