

Faculty Information

USREY, Bryan Gordon

■ Specialization:

Marketing and Management (MM)

■ Research Area:

Consumer Behavior and Experimentation

■ Keywords:

Consumer behavior, consumer psychology

■ Seminar Topic:

Understanding Consumer Behavior and Psychology

■ Seminar Teaching Method:

In the seminar, students will be tasks with regarding foundational consumer behavior research papers. Later in the year, students will work towards understanding more complex consumer behavior research, as well as the inclusion of psychological theory. This reading will be based on academic literature. Students do not need to buy or read a textbook.

All reading will be done outside of class, and students will discuss research and methods in class to understand both the theoretical and managerial implications of the work.

■ Possible Research Topics for Students:

To understand consumer behavior in today's marketplace. This topic is quite broad but will allow students to conduct research in a plethora of different areas under the consumer behavior umbrella. Numerous research topics exist within the field.

The main objective is for students to understand the fundamental theories in the field, and how to identify research gaps that exist.

■ Research Method:

Empirical research; experimentation and survey research

■ Comments:

In this seminar, students will understand consumer behavior research, from the basics to the more advanced topics. Students will also understand the nature of experiments and surveys and how they work as a research methodology. Understanding consumers is vital for any organization, and often, experiments and surveys are tools that can be used to explore various phenomenon within the field of consumer behavior.

■ APU Researcher Database:

<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001649&Language=2>