

# **Andrew Gershoff**

**Professor and Chair of the Department of Marketing at The University of Texas at Austin, McCombs School of Business**

Austin, TX, US

Exploring consumers' evaluations as they rely on others, brands and products.

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## **Biography**

Andy Gershoff is a marketing professor and an expert on consumer behavior, customer insight, judgment and decision-making. He serves as chair of the marketing department, ranked No. 4 in the U.S. News & World Report list of marketing undergraduate programs. Gershoff's research explores consumers' evaluations and decisions as they relate to relying on and trusting others, brands, and products. Within this context he focuses on three major areas: 1) How do consumers evaluate others and where they stand relative to others? 2) How do consumers react to betrayals or violations of trust after relaying on individuals? 3) How do consumers evaluate the fairness of marketing and manufacturing tactics?

His research has been published in Journal of Consumer Research, Journal of Marketing Research, Journal of Consumer Psychology, and more. Before returning to the McCombs School of Business as marketing professor, Gershoff taught at Columbia University and the University of Michigan. In addition to teaching, Gershoff works as a consultant and executive educator. He has worked in the U.S., Spain, China, Kazakhstan, Croatia, Turkey, and Egypt for numerous clients including IBM, Pfizer, Bristol-Meyers Squibb, and USAID.

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## **Availability**

Keynote, Moderator

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## **Industry Expertise**

Training and Development, Market Research, Advertising/Marketing

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## **Areas of Expertise**

Consumer Behaviour, Consumer Decision Making, Customer Insight, Consumer Psychology, Brand Equity, Judgement and Decision Making, Behavioral Decision Theory, Word-Of-Mouth

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## **Affiliations**

Journal of Behavioral Decision Making, reviewer, Journal of Consumer Psychology, reviewer, Journal of Consumer Research, editorial review board 2011- present, Journal of Economic Psychology, reviewer, Journal of Marketing Research, reviewer, Journal of Retailing, reviewer, Marketing Science, reviewer, Organizational Behavior and Human Decision Processes, reviewer, Psychological Reporter, reviewer

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## **Event Appearances**

**Thanks for What I've Got and Thanks for What I've Not: The Effects of Being Grateful, and What We Are Grateful For, on Evaluations of Products**  
Association for Consumer Research Conference

**Pushing and Pulling the Future as I want: The Moderating Effect of Feelings of Control on Consumer Temporal Distance Perception**  
American Psychological Association Convention

**No Idle Boast: Consumer Responses to Self-Enhancing Sources of Product Information**  
Society for Consumer Psychology Conference

**The Bottom Dollar Effect: How Resource Scarcity Influences Perceived Value and Satisfaction**  
Association for Consumer Research Conference

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## **Education**

**The University of Texas at Austin, McCombs School of Business**  
Ph.D. Marketing

**The University of Texas at Austin, McCombs School of Business**  
MBA. Business Administration

**University of Massachusetts at Amherst**  
B.A. Sociology

**Berkshire Community College**  
A.A. Business Administration

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## **Accomplishments**

**Outstanding MBA Core Faculty Teaching Award**  
Awarded by The McCombs School of Business at The University of Texas at Austin.

**International Affiliated Faculty**  
Audencia School of Management, Nantes, France

**Marketing in Israel Conference**  
Invited participant

**Faculty Honor Roll Undergraduate Teaching Award**  
Awarded by The McCombs School of Business at The University of Texas at Austin.

## Testimonials

### David Wenger

Andrew Gershoff is fantastic at explaining how his research relates to the everyday consumer and is very quotable.

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