

Andrew Gershoff

Professor, 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.

Description

Andy Gershoff is a marketing professor and an expert on consumer behavior, customer insight, judgment and decision-making. His 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 relying 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.

Availability

Keynote, Moderator

Industry Expertise

Training and Development, Market Research, Advertising/Marketing

Topics

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

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

Past Talks

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

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

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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