

# **Michelle Andrews**

**Assistant Professor of Marketing at Emory University, Goizueta Business School**

Atlanta, GA, US

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## **Biography**

Andrews' research on digital marketing and field experiments has been published in a number of leading journals including Marketing Science, Management Science, the Journal of Marketing, Strategic Management Journal, and Harvard Business Review.

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## **Industry Expertise**

Research, Education/Learning, Social Media, Telecommunications

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## **Areas of Expertise**

Digital Marketing, Marketing Strategy, Social interaction, Field experiments

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## **Education**

**Temple University**  
Ph.D. Marketing

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