

Michelle Andrews

Assistant Professor of Marketing at Goizueta Business School

Atlanta, GA, US

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.

Industry Expertise

Research, Education/Learning, Social Media, Telecommunications

Areas of Expertise

Digital Marketing, Marketing Strategy, Social interaction, Field experiments

Education

Temple University
Ph.D. Marketing

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