

Anne Hamby

Assistant Professor of Marketing and International Business at Hofstra University

Hempstead, NY, US

Professor Hamby's research focus is consumer psychology and narrative processing

Biography

Professor Hamby is an Assistant Professor of Marketing and International Business at Hofstra University. Her research interests fall in the areas of consumer psychology and narrative processing, or how consumers understand and are persuaded by narrative messages.

Another of her interests is in the domain of consumer welfare, exploring topics such as the marketing implications of public policy on society, cause related marketing (CRM), and how marketing theory can inform pro-social consumer behavior in domestic contexts and in developing countries.

Dr. Hamby has international experience working in several African countries developing adolescent risk-behavior reduction programs, including a year living in South Africa as a research associate on a Kellogg foundation funded project. She has taught marketing courses for several semesters in Lugano, Switzerland and has also worked with international, health-focused professional associations in Switzerland on multiple marketing-related projects.

Industry Expertise

Education/Learning

Areas of Expertise

Consumer Behavior, Marketing, Narrative Processing, Black Friday Psychology

Education

Virginia Polytechnic Institute and State University

Ph. D.

Virginia Polytechnic Institute and State University

M.S.

Virginia Polytechnic Institute and State University

B.S.

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