

# **Aronte Bennett**

**Associate Chair of Marketing & Business Law | Villanova School of Business at Villanova University**  
Villanova, PA, US

Aronte Bennett, PhD, specializes in consumer behavior, information processing and brand relationships

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## **Description**

Dr. Aronte Bennett specializes in consumer behavior and brand relationships, with research on corporate social responsibility, charitable donations, marketplace discrimination and brand perception. She teaches classes on marketing research and buyer behavior.

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## **Industry Expertise**

Research, Education/Learning

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## **Topics**

Business, Corporate Social Responsibility, Marketing Research, Information Processing, Consumer Behavior, Pro Social Behavior, Brand Relationships, Research Methodology in Marketing, Branding

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## **Affiliations**

Board of Directors, Fund for the Water Works, COO-Elect, Junior League of Philadelphia, Philadelphia Ad Club, American Marketing Association, Society for Consumer Psychology, Race in the Marketplace Research Network, The PhD Project, Marketing Ethnic Faculty Association

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## **Education**

**New York University**  
PhD

**Florida Agricultural and Mechanical University**  
MBA

**Florida Agricultural and Mechanical University**  
BS

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## **Accomplishments**

**Student Society Advisor of the Year**  
2016

**Journal of Consumer Affairs Best Paper Award**

2016

Awarded for "Shopping While Nonwhite: Racial Discrimination in the Marketplace."

**Villanova School of Business Research Excellence Honorable Mention**

2016

**Villanova School of Business Summer Research Award,**

2014, 2016

**Advertising Education Foundation Visiting Professor Program Participant**

2013

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