

Ayalla Ruvio

Assistant Professor of Marketing at Michigan State University

East Lansing, MI, US

Expert on consumer behavior and consumer psychology

Biography

Dr. Ayalla Ruvio is an applied consumer behavior researcher who explores the psychology of consumers' shopping behaviors. She focuses on issues such as identity and consumption, material vs. experiential consumption, consumer arrogance, and cross-cultural consumer behavior. Her research has been published in refereed journals including the Journal of Academy of Marketing Science, Psychology & Marketing, Journal of Product Innovation Management, Journal of Business Research, and Leadership Quarterly. She is the co-editor of the volume on "Consumer Behavior" in the International Encyclopedia of Marketing and the book "Identity and Consumption". Her research has featured in numerous media outlets all over the world, including the CNN, TODAY show, Good Morning America, TIME magazine, The New York Times, Forbes, Consumer Reports, The Daily Telegraph, The Atlantic, The Telegraph, and the Toronto STAR.

Industry Expertise

Market Research, Business Services, Consumer Services

Areas of Expertise

Shopping Behavior, Identity and Consumption, Experiential Consumption, Materialism, Luxury Consumption, Consumer Arrogance, Cross-Cultural Consumer Behavior

Education

University of Haifa

PhD Entrepreneurship

Accomplishments

Instructor Excellence Award

For the Executive MBA Program - Board College of Business, MSU

MBA Teaching Award

Michigan State University

Professor of the Year

American Marketing Association, Temple University

Teaching Award

Marketing Department, Fox School of Business - Temple University

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