

Ryan Hamilton

Associate Professor of Marketing at Emory University, Goizueta Business School

Atlanta, GA, US

Biography

Ryan Hamilton joined the Goizueta Business School faculty in 2008 after completing a PhD in marketing at the Kellogg School of Management, Northwestern University. Professor Hamilton is a consumer psychologist, whose research investigates shopper decision making. In particular, he is interested in how brands, prices and choice architecture influence decision making at the point of purchase. His research has been published in some of the top academic journals in marketing and management, including Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Management Science and Organizational Behavior and Human Decision Processes. This research has also been featured in The New York Times, The Wall Street Journal, Time, USA Today, CNN Headline News, Reuters and The Financial Times.

Professor Hamilton teaches courses in Marketing Management (MBA) and Consumer Behavior (PhD, MBA, BBA). He was awarded the MBA Teaching Excellence Award for Junior Faculty in 2009-2010 and 2010-2011. In 2011, Professor Hamilton was named one of the World's Best 40 B-School Profs Under the Age of 40. He serves as a thought leader at Beyond Philosophy, a leader in helping organizations to create deliberate, emotionally engaging customer experiences that drive value, reduce costs and build competitive advantage.

In 2015, I made Critical Business Skills for Success: Marketing, a video lecture series produced for The Great Courses, a company that claims to sell the “best of the best” in college-level lectures given by professors selected “exclusively for their ability to teach.”

Industry Expertise

Education/Learning, Research, Advertising/Marketing

Areas of Expertise

Customer Psychology, Customer Decision Making, Branding, Price and Price Image

Education

Northwestern University, Kellogg School of Management

Ph.D. Marketing

Brigham Young University

B.Sc. Applied Physics

Accomplishments

Faculty Participant, AMA Sheth Doctoral Consortium, Northwestern University
2014

Marketing Science Institute, Young Scholar
2013

MBA Teaching Excellence Award, Junior Faculty, Goizueta Business School
2010, 2011

One of “The World’s Best 40 B-School Profs Under the Age of 40,” Poets & Quants
2011

Fellow, Advertising Education Foundation, Visiting Professor Program, Energy BBDO
2011

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