

# **Helen Colby**

**Assistant Professor of Marketing at Indiana University, Kelley School of Business**

Indianapolis, IN, US

Marketing expert with a penchant for consumer decision-making, in matters of health and finances

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## **Biography**

Helen Colby, Ph.D. is an Assistant Professor of Marketing at Indiana University's Kelley School of Business on the IUPUI campus. Her research is in consumer financial decision making and health decision making. Among other things, Colby studies how people make decisions about saving and debt, how healthcare costs effect treatment choices, and how financial literacy training affects emotion, stress, and other psychological outcomes. Her work has been presented at numerous national and international conferences including the Association for Consumer Research, the Society for Judgement and Decision Making, and Behavioral Decision Research in Management, as well as published in highly-regarded journals including Psychological Science and the Journal of the American Medical Association. Colby received her PhD in cognitive psychology and marketing from Rutgers University, where she also received her master's degree. She holds an undergraduate degree from the University of Chicago in economics and psychology.

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## **Industry Expertise**

Market Research, Consumer Services, Education/Learning, Research, Consumer Goods, Corporate Leadership

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## **Areas of Expertise**

Self-Control and Goals, Health Decision-Making, Consumer Judgment and Decision-Making, Financial Decision-Making, Information Effects

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## **Education**

**Rutgers University**

PhD Cognitive Psychology

**University of Chicago**

BA Economics and Psychology

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