

# **James Roberts, Ph.D.**

**Director, Centre for Nonprofit Leadership and Service, Professor - Marketing at Baylor University**  
Waco, TX, US

Expert on consumer behavior, human-computer interaction, compulsive buying, and effects of consumerism & technology on individual happiness.

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## **Description**

James A. Roberts is the Ben H. Williams Professor of Marketing at Baylor University (Ph.D., University of Nebraska-Lincoln) and has been a member of the marketing faculty since 1991. He has had approximately 80 articles published in numerous journals including Computers in Human Behavior, the Journal of Applied Psychology, Journal of the Academy of Marketing Science, Journal of Consumer Psychology, Journal of Consumer Affairs, Journal of Public Policy and Marketing, Business Horizons, Psychology & Marketing, and many others. He is also the author of two books, "Shiny Objects" (Harper Collins) and "Too Much of a Good Thing: Are You Addicted to your Smartphone?"

Dr. Roberts is a nationally recognized expert on consumer behavior and has been quoted extensively in the media and has appeared on the CBS Early Show, ABC World News Tonight, ABC Good Morning America, NBC The Today Show, Yahoo.com's "The Daily Ticker", and has been quoted and/or featured on The O'Reilly Factor, The Doctors on CBS, , Time.com, US News & World Report, New York Times, USA Today, The Wall Street Journal, National Public Radio, Cosmopolitan Magazine, Glamour, and many other newspapers, magazines, websites, and television appearances.

Current research interests include investigating the antecedents and consequences of smartphone addiction and its impact on personal happiness and professional productivity.

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## **Industry Expertise**

Advertising/Marketing, Consumer Goods, Social Media, Education/Learning

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## **Topics**

Consumer Psychology, Consumer Behavior, Marketing, Consumer Culture, Materialism, Philosophy, Smartphone Addiction, Smartphone Use, Cellphone Use, Self-Control, Compulsive Buying

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## **Affiliations**

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## **Education**

**University of Nebraska - Lincoln**  
Ph.D. Philosophy

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