

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

**The Ben H. Williams Professor of Marketing at Baylor University**

Waco, TX, US

Nationally recognized expert on the impact of consumer attitudes on well-being, including the effect of smartphone & social media use.

---

## **Biography**

James A. Roberts, Ph.D., is The Ben H. Williams Professor of Marketing at Baylor University's Hankamer School of Business. A noted consumer behavior expert, he is among the "World's Top 2%" most-cited scientists in a database compiled by Stanford University. In addition to journal citations, Roberts has often been called upon by national media outlets for his consumer expertise and latest research. He has appeared on the CBS Early Show, ABC World News Tonight, ABC Good Morning America, NBC's TODAY Show and NPR's Morning Edition, as well as in articles in The New York Times, USA TODAY, The Wall Street Journal, TIME and many others. Roberts' research focuses on how individual consumer attitudes and behavior impact personal and collective well-being. His research has investigated the factors that drive ecologically and socially conscious consumer behavior, the impact of materialism and compulsive buying on well-being and the impact of smartphone and social media use on personal well-being. He is the author of "Shiny Objects: Why We Spend Money We Don't Have in Search of Happiness We Can't Buy" and "Too Much of a Good Thing: Are You Addicted to Your Smartphone?"

---

## **Industry Expertise**

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

---

## **Areas of Expertise**

Consumer Behavior and Culture, Smartphone Usage and Impact, Impacts of Materialism and Buying

---

## **Education**

**University of Nebraska - Lincoln**

Ph.D. Philosophy

**University of St. Thomas**

B.A. Marketing

---

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)