

Jeremy Kees, PhD

Professor of Marketing & Business Law; Chair in Business; Faculty Director of the Center for Marketing & Consumer Insights | Villanova School of Business at Villanova University

Villanova , PA, US

Jeremy Kees, PhD, is an expert in marketing and public policy issues, advertising framing effects and risk.

Biography

Dr. Kees is the Richard J. and Barbara Naclerio Endowed Chair and Professor in Marketing & Business Law. His research focuses on ways in which consumers process and are influenced by marketing communications, the motivational and self-control mechanisms consumers use to manage potential risks, how consumers integrate present versus future outcomes into decision making and issues that affect consumer decision making related to health and wellness. Kees is also the Faculty Director for the Center for Marketing & Consumer Insights at Villanova University.

Areas of Expertise

Business, Consumer Insight, Public Policy and Consumer Welfare, Consumer Psychology, Risk, Intertemporal Choice, Advertising Effectiveness, Marketing & Advertising

Affiliations

American Marketing Association, Association for Consumer Research, Society for Consumer Psychology, American Academy of Advertising, Journal of Advertising - Associate Editor

Education

University of Arkansas

PhD

Western Kentucky University

MBA

Belmont University

BBA

Select Accomplishments

2017 Daniel J. O'Mara Award for Graduate Teaching Excellence

Villanova University

2015 40 Most Outstanding Business School Profs Under 40 In The World

Poets & Quants

2012 McDonough Family Faculty Award for Research Excellence
Villanova University

2008-10 Thomas C. Kinnear Research Award
American Marketing Association

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