

Julie Irwin

Professor, Department of Business, Government and Society & Department of Marketing at The University of Texas at Austin, McCombs School of Business

Austin, TX, US

Psychology of consumer behavior, decision-making, ethical consumption, green marketing, and corporate social responsibility

Biography

Julie R. Irwin is an educator and researcher examining how human psychology impacts consumer behavior and consumption, the marketing of green products, corporate social responsibility initiatives, and marketing strategy. Her discoveries are often surprising and counter-intuitive to prevailing wisdom, helping us better understand the hidden motivations that drive behavior within our organizations, society and marketplaces.

Irwin is a professor in the department of marketing and the department of business, government and society at the McCombs School of Business, The University of Texas at Austin. Her previous faculty appointments were at the Stern School of Business at New York University, and the Wharton School of the University of Pennsylvania.

Irwin serves on the Editorial Boards of Journal of Consumer Research, Journal of Marketing Research, Organizational Behavior and Human Decision Processes, Journal of Behavioral Decision Making, and Journal of Economic Psychology. She served as a Guest Editor at Journal of Consumer Psychology in 1999 and recently served as an Associate Editor at Organizational Behavior and Human Decision Processes.

She has published over thirty refereed journal articles and book chapters and has served as a Principle Investigator on two National Science Foundation grants. Her primary research interest is in consumer decision making, especially about issues invoking emotion, ethics, and/or risk. She also has an ongoing research interest in methodology and scaling.

Availability

Keynote, Moderator, Panelist, Workshop

Industry Expertise

Advertising/Marketing, Consumer Services, Corporate Leadership, Market Research, Consumer Goods, Business Services, Public Policy

Areas of Expertise

Marketing Communication, Public Policy, Environmental Studies, Consumer Behavior, Green Marketing, Ethical Consumption, Consumer Psychology, Csr Corporate Social Responsibility, Consumer Decision Making, Sustainable Products, Consumer Perception of Labor Practices, Ethical Decisions

Affiliations

Journal of Consumer Research : Editorial Board, Journal of Marketing Research : Editorial Board, Journal of Economic Psychology : Editorial Board, Organizational Behavior and Human Decision Processes: Editorial Board, Journal of Behavioral Decision Making: Editorial Board

Sample Talks

Willful Ignorance and Ethical Values

Julie Irwin and her colleagues from the University of Texas have found that people prefer to remain willfully ignorant about the labor conditions behind their products.

Event Appearances

Understanding the Psychology of Market Behavior

Knowledge to Go Webinar

That's Not How I Remember It: Willfully Ignorant Memory for Ethical Product Attribute Information

Behavioural Decision Research in Management

The Sustainability Liability: Potential Negative Effects of Ethicality on Product Preference

Carlson School Conference on Sustainability

Psychology and Nuclear Waste Siting

Illinois State Geological Survey

Education

University of Colorado

Ph.D. Cognitive Psychology

University of Colorado

M.A. Cognitive Psychology

College of William and Mary

B.A. Psychology/English

Accomplishments

Research Excellence Award for Assistant Professors

Awarded by the CBA Foundation.

BBA Foundation Honor Roll

For undergraduate teaching excellence.

Best Paper Award: Inspiring Scholarship for Collective and Personal Well-Being

“Is There an Expected Trade-off between a Product’s Ethical Value and Its Performance Value? Exposing Latent Intuitions about Ethical Products.”

Dartmouth MSI Conference on Transformative Consumer Research

Fellowship (2003-present)

College of Business Administration Foundation Advisory Council Centennial Fellowship

Testimonials

David Wenger

Julie Irwin is a scholar working in the most relevant and fascinating areas of human behavior, consumption, and marketplace decision making. Her work is often surprising, and always illustrative of how often "conventional wisdom" is wrong. A frequent speaker and expert commentator, she is always willing to share her insights with others.

Erin Whalen

Whalen says her experience working on marketing cases at McCombs was invaluable as they prepared for the pitch. “I still draw upon the lessons learned from my marketing professors at UT, like Susan Broniarczyk, Raji Srinivasan, and Julie Irwin, who taught my favorite class at UT.”

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