

# **Michael Capella, PhD**

**Professor of Marketing & Business Law; Associate Dean of Graduate & Executive Programs | Villanova School of Business at Villanova University**

Villanova , PA, US

Michael Capella, PhD, is an expert in sales, retailing, advertising, public policy, food, and pharmaceuticals.

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## **Description**

Professor Capella's research interests focus marketing and public policy issues, including topics related to advertising effects, including in-game advertising and advergames, consumer consumption of harmful products, and retail pricing strategies. Other areas of expertise based on his industry experience include in-store retailing and outside sales strategies, including compensation and motivating the sales force.

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## **Topics**

Business, Food Marketing and Policy, Pharmaceuticals, Public Policy, Retail, Sales, Advertising, Consumer Consumption of Harmful Products, Tobacco Policy

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## **Education**

**Mississippi State University**

PhD

**Georgia State University**

MBA

**Mississippi State University**

BBA

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## **Accomplishments**

**Emerald Publishing Group Citation of Excellence Award**

2016

Awarded for "The Gamification of Advertising: Analysis and Research Directions of In-Game Advertising, Advergames and Advertising in Social Network Games"

**Best Reviewer of the International Journal of Advertising**

2016

**Villanova School of Business Emerging Scholar Award**

2012

**Best Article Award, Journal of Advertising**

2008

Awarded for "The Effect of Cigarette Advertising Bans on Consumption: A Meta-Analysis"

**Thomas Ponzurick Top Paper in Conference Award, Association of Marketing Theory and Practice Conference**

2007

**Best Conference Paper Award, Marketing and Public Policy Conference**

2006

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