

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.

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.

Topics

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

Education

Mississippi State University

PhD

Georgia State University

MBA

Mississippi State University

BBA

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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