

# **Rebecca Walker Reczek**

**Associate Professor of Marketing | Fisher College of Business at The Ohio State University**

Columbus, OH, US

Dr. Reczek's research focuses on the area of consumer behavior

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## **Biography**

Rebecca Walker Reczek received her Ph.D. in marketing from The University of Texas at Austin. Dr. Reczek's research focuses on the area of consumer behavior. Specifically, her research has explored consumer lay theories and inference making, social influence, and self-perceptions. Given her interest in consumer well-being, she has explored these theoretical interests in the substantive domains of food and health decision making, sustainability, and ethical decision making. Current projects continue to explore these areas, as well as consumer behavior in an online environment.

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## **Industry Expertise**

Education/Learning, Writing and Editing

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## **Areas of Expertise**

Marketing, Marketing & Advertising, Marketing & Branding, Social Influence, Consumer Behavior

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## **Education**

**The University of Texas at Austin**

Ph.D. Marketing

**Trinity University**

B.S. Business Administration

**Trinity University**

B.A. Russian and German (Comparative Literature)

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## **Accomplishments**

**Early Career Award**

The Society for Consumer Psychology

2014

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