

Susan Broniarczyk

Associate Dean for Research and Professor, Department of Marketing at The University of Texas at Austin, McCombs School of Business

Austin, TX, US

Understanding consumer behavior, marketing strategies, judgment and decision making

Biography

Susan M. Broniarczyk is a professor and expert in the field of consumer psychology and human behavior as it relates to important life decisions, including product choices and consumption, brand loyalty, product recommendations and advice, and gift-giving. She has also looked at how consumers make decisions about participation in retirement plans.

Broniarczyk is an acclaimed researcher and writer on brand strategy, product assortment, marketing theory and practice, retailing strategy, consumer motivations, and marketing science. Her research has been featured in the media including Time Magazine, Business Week, and U.S. News and World Report.

Broniarczyk became president of the Society for Consumer Psychology in 2014. She serves as associate editor at the Journal of Marketing Research and on the editorial boards of the Journal of Consumer Research, Journal of Consumer Psychology, and Journal of Marketing. She has been active in the Association for Consumer Research serving on its advisory board, as Treasurer, and 2001 ACR conference co-chair.

Industry Expertise

Research, Consumer Services, Consumer Goods, Advertising/Marketing

Areas of Expertise

Consumer Behaviour, Brand Management, Product Marketing, Human Perception, Consumer Satisfaction, Decision Making, Goal Achievement, Retailing Strategies, Consumer Choice

Affiliations

Journal of Marketing Research : Associate Editor, Journal of Consumer Research : Editorial Board, Journal of Marketing Research : Editorial Board, Association for Consumer Research : Member, American Marketing Association: Sheth Doctoral Consortium Faculty Rep., St. Louise House Assisting Homeless: Board and Committee Member, Society for Consumer Psychology: President

Event Appearances

Ask and You Shall (Not) Receive: Close Friends Prioritize Relational Signaling Over Recipient Preferences in Their Gift Choices

Association for Consumer Research Conference

You Really Shouldn't Have: The Effect of Social Closeness on Recipients' Responses to Identity-Inconsistent Gifts

Association for Consumer Research Conference

So Near and Yet So Far: The Mental Representation of Goal Progress

Association for Consumer Research Conference

Practicing What You Preach

Society for Consumer Psychology Conference

It's the Thought that Counts: Choosing Between a Registry and a Free Choice Gift

European Association for Consumer Research Conference

Brand Marketing

Annual Giving Directors Conference

Consumer Decision-Making: Assortment & Sequential Choices

Procter & Gamble Beckett Ridge Innovation Center

Education

University of Florida

Ph.D. Marketing

University of Illinois at Urbana-Champaign

B.Sc. (Summa Cum Laude) Business Administration

Accomplishments

President

Society for Consumer Psychology

McCombs Research Excellence Award

For distinction in research output, 2014.

Ph.D. Advisor for the UT Marketing Department

From 2002-2011.

Haring-Sheth Distinguished Scholar

2010

Faculty Teaching Honor Roll

Awarded by the McCombs School of Business at The University of Texas at Austin in 2010 and 2013.

Davidson Best Article Award

Awarded by the Journal of Retailing.

O'Dell Award

Awarded by The Journal of Marketing Research.

Early Career Contribution Award

Awarded by the Society for Consumer Psychology.

John A. Howard Doctoral Dissertation Award

Awarded by the American Marketing Association.

Testimonials**David Wenger**

Susan Broniarczyk helps unravel mysteries about why we buy certain products, and how we feel about those decisions. Her work has direct application into every area of marketing, sales, human planning and goal achievement. And, she loves to share her knowledge in words people can actually understand.

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