

# **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

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## **Description**

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.

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## **Industry Expertise**

Research, Consumer Services, Consumer Goods, Advertising/Marketing

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## **Topics**

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

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## **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

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## **Past Talks**

**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

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**Education**

**University of Florida**

Ph.D. Marketing

**University of Illinois at Urbana-Champaign**

B.Sc. (Summa Cum Laude) Business Administration

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**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.

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**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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