

# **Anthony Cox**

**Professor of Marketing at Indiana University, Kelley School of Business**

Indianapolis, IN, US

Marketing expert, theorizing the relationship between the intentions and behaviors of consumers

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## **Biography**

Anthony Cox is a Professor of Marketing, Kelley Venture Fellow, and the Faculty Chair of the Business of Medicine Physician MBA program at the IU Kelley School of Business. His research examines consumer health behavior, including how consumers evaluate and select health care providers, and how consumers decide whether or not to engage in preventive health behaviors such as vaccination, cancer screening and HIV testing. In collaboration with colleagues in both the Kelley School and the IU School of Medicine, he has been a co-investigator on three major NIH-funded projects examining these issues. Cox' research has been published in top journals in both business and health, including Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Health Psychology and Journal of Adolescent Health. He has been the recipient of several teaching awards, including the Trustees Teaching Award, and has extensive experience providing consulting and executive education in the health care industry.

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## **Areas of Expertise**

Consumers and Preventative Health Behaviors, How Measuring Consumers' Intentions and Attitudes Influences their Subsequent Behavior, Medical Products and Decision-Making, Consumer Risk Evaluation, How Message-Framing Influences Health-Related Behaviors, Consumer Health Behavior, Consumer Evaluation and Selection of Healthcare Providers

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## **Secondary Titles**

Kelley Venture Fellow, Faculty Chair, Business of Medicine Physician MBA Program

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## **Education**

**Indiana University - Kelley School of Business**

PhD Marketing

**Indiana University - Kelley School of Business**

MBA Marketing

**Michigan State University**

BA History

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