

# **Morgan Ward**

**Assistant Professor of Marketing at Emory University, Goizueta Business School**

Atlanta, GA, US

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## **Biography**

Morgan Ward completed her Ph.D. in Marketing at the University of Texas at Austin's McCombs School of Business in 2010. Prior to joining the faculty at Emory in 2016, Ward held a faculty position at Southern Methodist University's Cox School of Business. Ward's primary research focus is consumer behavior. Her articles have been published in a number of leading journals including Journal of Consumer Research and Journal of Marketing Research.

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## **Industry Expertise**

Business Services, Market Research

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## **Areas of Expertise**

Marketing

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## **Education**

**McCombs School of Business, University of Texas at Austin**

Ph.D. Marketing

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