

Morgan Ward

Assistant Professor of Marketing at Emory University, Goizueta Business School

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Biography

Morgan Ward completed her PhD 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.

Industry Expertise

Business Services, Market Research

Areas of Expertise

Marketing

Education

McCombs School of Business, University of Texas at Austin

PhD Marketing

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