

Aronté Bennett, PhD

Associate Professor of Marketing & Business Law; Associate Dean of Diversity, Equity and Inclusion | Villanova School of Business at Villanova University

Villanova, PA, US

Aronté Bennett, PhD, specializes in consumer behavior, information processing and brand relationships.

Biography

Dr. Aronté Bennett specializes in consumer behavior and brand relationships, with research on corporate social responsibility, charitable donations, marketplace discrimination and brand perception. She teaches classes on marketing research and buyer behavior.

Industry Expertise

Research, Education/Learning

Areas of Expertise

Marketplace Inclusion/Exclusion, Business, Corporate Social Responsibility, Marketing Research, Information Processing, Consumer Behavior, Pro Social Behavior, Brand Relationships, Research Methodology in Marketing, Branding, Vulnerable Consumers

Affiliations

Board of Directors, Fund for the Water Works, COO-Elect, Junior League of Philadelphia, Philadelphia Ad Club, American Marketing Association, Society for Consumer Psychology, Race in the Marketplace Research Network, The PhD Project, Marketing Ethnic Faculty Association

Education

New York University
PhD

Florida Agricultural and Mechanical University
MBA

Florida Agricultural and Mechanical University
BS

Select Accomplishments

Student Society Advisor of the Year
2016

Journal of Consumer Affairs Best Paper Award
2016 Awarded for "Shopping While Non-White: Racial Discrimination in the Marketplace"

Villanova School of Business Research Excellence Honorable Mention
2016

Villanova School of Business Summer Research Award
2014, 2016

Advertising Education Foundation Visiting Professor Program Participant
2013

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