

Beth Fossen

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

Bloomington, IN, US

Beth Fossen is an expert in the areas of advertising, social media, online word-of-mouth, and political marketing.

Biography

Fossen joined the Marketing Department at the Kelley School of Business in July 2016. She earned her Ph.D. in Marketing at Emory

Industry Expertise

Social Media, Education/Learning, Advertising/Marketing

Areas of Expertise

Marketing Strategy, Online Word-of-Mouth Marketing, Advertising, Social Media, Political Marketing

Education

Emory University

Ph.D. Marketing

Millsaps College

B.A. Business and Studio Art

Accomplishments

John D. C. Little Award, Finalist

2018 Awarded annually for the best marketing paper published in an INFORMS journal

MSI Research Grant

2018

Trustee Teaching Award, Kelley School of Business, Indiana University, Winner MSI Research Grant

2016

MSI Alden G. Clayton Doctoral Dissertation Proposal Competition

2015

Goizueta Business School Doctoral Fellowship, Emory University
2011 - 2016

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