

Beth Vallen, PhD

Professor of Marketing and Business Law | Villanova School of Business at Villanova University

Villanova, PA, US

Beth Vallen, PhD, is an expert on consumer behavior, with a focus on health-related decision making

Biography

Dr. Beth Vallen is Associate Professor of Marketing and Business Law at the Villanova School of Business. Her research focuses on issues related to consumer health, focusing more specifically on the manner in which consumers address health goals in the presence of various marketing stimuli related to these goals ? such as nutrition labels, food menus, and food naming conventions. Her research has been published in journals such as the Journal of Consumer Research, the Journal of Business Research, the Journal of Consumer Psychology, and Appetite; it has been cited by the press in outlets including The Wall Street Journal, The New York Times, and Psychology Today. She was the recipient of the 2013 Marketing and Society Emerging Scholar award from the American Marketing Association. Beth currently serves on the editorial review board for the Journal of Consumer Marketing, the Journal of Public Policy and Marketing and the Journal of Consumer Affairs. She serves as an ad-hoc reviewer for a variety of journals in the fields of both marketing and public health and nutrition.

Industry Expertise

Research, Education/Learning

Areas of Expertise

Food Marketing, Consumer Goals/Motivation, Consumer Behavior, Health-related Decision Making, Business

Affiliations

American Marketing Association, Association for Consumer Research, Transformative Consumer Research (TCR) Advisory Committee, MacDonald Center for Obesity Prevention and Education Advisory Committee Member

Education

Baruch College
PhD

Baruch College
MBA

Select Accomplishments

VSB Media Relations Rising Star Award
2018

Emerging Scholar Award, Marketing and Society SIG, American Marketing Association
2013

Best Working Paper Award
2010 Awarded for "Environmental Cues and Food Consumption" by the Association for Consumer Research Annual North American Conference

Best Paper Award
2009 Awarded for "Vicarious Goal Fulfillment: When the Mere Presence of a Healthy Option Leads to an Ironically Indulgent Decision?" at the Marketing and Public Policy Conference of the American Marketing Association

American Marketing Association Sheth Doctoral Consortium Fellow
2006

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