

David W. Stewart, Ph.D.

Emeritus President's Professor of Marketing, College of Business Administration at Loyola Marymount University

Los Angeles, CA, US

Biography

You can contact David Stewart at David.Stewart@lmu.edu. David W. Stewart is Emeritus President's Professor of Marketing at LMU. He is the current chair of the Marketing Accountability Standards Board. He is past dean of the School of Business Administration and the A. Gary Anderson Graduate School of Management at the University of California, Riverside (UCR). Prior to UCR, he was the Robert E. Brooker Professor of Marketing and Chairman of the Department of Marketing in the Marshall School of Business at USC. He serves or has served on the editorial boards of more than 20 academic journals, including the Journal of Marketing, the Journal of Public Policy and Marketing, the Journal of Marketing Research, the Journal of the Academy of Marketing Science, the Journal of Advertising, the Journal of Advertising Research, the Journal of International Advertising, Review of Marketing Research, and the Journal of Interactive Marketing, among others. Stewart has published more than 350 papers and book chapters and 20 books. He has written extensively about market analysis, consumer behavior, market definition and structure, branding, marketing communication, marketing research, and marketing management. His research has examined how consumers and managers search for and use information in decision-making, how to effectively communicate with consumers, how to study consumers and their behavior, and how to effectively design marketing programs. He is a member of the American Marketing Association, the American Statistical Association, the Association for Consumer Research, the Society for Consumer Psychology, the American Academy of Advertising, the American Psychological Association, the American Psychological Society, the American Association for Public Opinion Research, The Insights Association, the Psychometric Society, and the Institute for Operations Research and Management Sciences, among others. Stewart has served as Vice President for Finance, Vice President for Publications, and as a member of the Board of Directors of the American Marketing Association. He is a Fellow of the American Marketing Association, the American Psychological Association, and the American Psychological Society. He currently resides in Spring Hill, Tennessee with his wife, Lenora.

Industry Expertise

Advertising/Marketing, Research, Training and Development, Education/Learning

Areas of Expertise

Educational Administration, Consumer Behavior, Product Management, Marketing Strategy and Communication, Marketing and Public Policy, Research Methods, Innovation and Economic Development

Affiliations

Founding Chair, Marketing Accountability Standards Board, 2004 ? present, Editor, Palgrave Series on Marketing and Society, 2019 ? present, Member, Ethics Committee, Society for Consumer Psychology, 2021 ? present, Executive Editor, Journal of Global Scholars of Marketing Science, 2021 ? present, Vice President, Publications, American Marketing Association, 2017 ? 2020

Education

Baylor University
Ph.D. Psychology

Baylor University
M.A. Psychology

Northeast Louisiana University
B.A. Psychology

Accomplishments

2021 Margaret H. Blair Award for Marketing Accountability
Conferred by the Marketing Accountability Standards Board.

2021 American Marketing Association J. R. Davidson Award for Best Paper
Published in the Journal of Retailing in 2020.

Top Five Influencer in Journal of Advertising Research
Identified as one of the five most important influencers of papers published in the 60-year history of the Journal of Advertising Research.

Fellow of the American Marketing Association
Named a Fellow of the American Marketing Association, a distinction given to members of the AMA who have made significant contributions to the research, theory, and practice of marketing, and/or to the service and activities of the AMA over a prolonged period of time. There are currently only about 50 such fellows.

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