

# Demetra Andrews

**Clinical Associate Professor of Marketing at Indiana University, Kelley School of Business**  
Indianapolis, IN, US

Consumer researcher focused on internal and external factors that influence consumer confidence and readiness-to-act.

---

## Biography

Demetra Andrews is a Clinical Associate Professor of Marketing with the Indiana University Kelley School of Business. She holds a PhD in Marketing from the University of Houston and an MBA in Marketing and Finance from University of Texas at Austin. Since 2005, Andrews has led a variety of marketing courses, including marketing principles, marketing strategy, principles, marketing for entrepreneurs, retailing, and consumer behavior, and she has conducted numerous workshops on effective goal setting and pursuit. Her expertise spans graduate, undergraduate, executive, in-class, and online educational formats. Andrews is the recipient of the Otteson Teaching Award, the IU Northwest Trustees Teaching Award, and the Tonja Eagan Service Award for her work as the coordinator of the Introduction to Business Administration at IUPUI. Andrews is a consumer researcher and focuses primarily on internal and external factors that influence consumer confidence and readiness-to-act. Her research has been published in several journals, including Journal of Retailing, Psychology & Marketing, Journal of Retailing and Consumer Services, and Journal of Risk and Insurance. Andrews' research has earned the Firooz Hekmat Award and the McGraw-Hill/Irwin Distinguished Paper Award. Her paper titled "Against the Green: A Multi-Method Examination of the Barriers to Green Consumption" was recognized as one of the most highly cited works published in the Journal of Retailing from 2014-2016. Prior to entering academia, Andrews enjoyed a successful decade in industry developing and implementing domestic and international marketing strategies for companies such as American Airlines, Mobil Oil, United Airlines, and her own entrepreneurial venture that provided college and career planning courses for students K-12 and at the college-level.

---

## Areas of Expertise

Consumer Research, Choice Confidence, Developing Consumer Confidence, Decision-Making, Marketing Strategies for Entrepreneurs, Marketing Strategy Development, Goal-Setting and Pursuit, Online Education, Career Assessment, Career Planning

---

## Education

**University of Houston**  
Ph.D. Marketing

**University of Texas at Austin**  
M.B.A. Marketing and Finance

---

## Accomplishments

**Schuyler F. Otteson Undergraduate Teaching Excellence Award**  
2018-2019

**Tonja C. Eagan Service Award**  
2018-2019

**IU Northwest Trustees Teaching Award**  
2015-2016

---

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)