

# **Dominique Braxton, Ph.D.**

**Assistant Professor of Marketing, College of Business Administration at Loyola Marymount University**

Los Angeles, CA, US

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## **Biography**

You can contact Dominique Braxton at [dominique.braxton@lmu.edu](mailto:dominique.braxton@lmu.edu). Dominique Braxton joined the marketing faculty at LMU in fall 2019. She earned her B.S. in Marketing from the University of Nevada, Las Vegas and her Ph.D. in Marketing from the University of California, Irvine. In addition to working as a research and teaching assistant during her studies at UCI, Professor Braxton also served as a coordinator for the development and implementation of a behavioral lab for experimental studies. Her primary research interests include consumer responses to technology in retailing and customer experiences. In particular, she uses experimental research methods to understand how consumers use technology in their shopping experiences, and how different aspects of online and offline retail environments impact the customer experience. She has presented her work at the Society for Consumer Psychology and the Association for Consumer Research, two leading conferences in the field of consumer psychology. An American Marketing Association (AMA) - Sheth Consortium Fellow in 2017, she has been recognized by the Ph.D. Project and the AMA Foundation for academic excellence.

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## **Industry Expertise**

Non-Profit/Charitable, Retail

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## **Areas of Expertise**

Customer Experience, Digital Marketing, Consumer Behavior, Retail Technology, Consumer Well-Being

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## **Education**

**University of California, Irvine**  
Ph.D. Marketing

**University of Nevada, Las Vegas**  
B.S.B.A. Marketing

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