

James A. Roberts, Ph.D.

The Ben H. Williams Professor of Marketing at Baylor University

Waco, TX, US

Expert on consumer behavior, compulsive buying & the impact of smartphone and social media use on well-being

Biography

James A. Roberts, Ph.D., is The Ben H. Williams Professor of Marketing at Baylor University's Hankamer School of Business. A noted consumer behavior expert, he is among the "World's Top 2%" most-cited scientists in a database compiled by Stanford University. In addition to journal citations, Roberts has often been called upon by national media outlets for his consumer expertise and latest research. He has appeared on the CBS Early Show, ABC World News Tonight, ABC Good Morning America, NBC's TODAY Show and NPR's Morning Edition, as well as in articles in The New York Times, USA TODAY, The Wall Street Journal, TIME and many others. Roberts' research focuses on how individual consumer attitudes and behavior impact personal and collective well-being. His research has investigated the factors that drive ecologically and socially conscious consumer behavior, the impact of materialism and compulsive buying on well-being and the impact of smartphone and social media use on personal well-being. He is the author of "Shiny Objects: Why We Spend Money We Don't Have in Search of Happiness We Can't Buy" and "Too Much of a Good Thing: Are You Addicted to Your Smartphone?"

Industry Expertise

Advertising/Marketing, Consumer Goods, Social Media, Education/Learning

Areas of Expertise

Consumer Psychology, Consumer Behavior, Marketing, Consumer Culture, Materialism, Philosophy, Smartphone Addiction, Smartphone Use, Cellphone Use, Self-Control, Compulsive Buying

Education

University of Nebraska - Lincoln

Ph.D. Philosophy

University of St. Thomas

B.A. Marketing

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