

# **Jeremy Kees, PhD**

**Professor of Marketing & Business Law; Chair in Business; Faculty Director of the Center for Marketing & Consumer Insights | Villanova School of Business at Villanova University**

Villanova , PA, US

Jeremy Kees, PhD, is an expert in marketing and public policy issues, advertising framing effects and risk.

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## **Biography**

Dr. Kees is the Richard J. and Barbara Naclerio Endowed Chair and Professor in Marketing & Business Law. His research focuses on ways in which consumers process and are influenced by marketing communications, the motivational and self-control mechanisms consumers use to manage potential risks, how consumers integrate present versus future outcomes into decision making and issues that affect consumer decision making related to health and wellness. Kees is also the Faculty Director for the Center for Marketing & Consumer Insights at Villanova University.

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## **Areas of Expertise**

Business, Consumer Insight, Public Policy and Consumer Welfare, Consumer Psychology, Risk, Intertemporal Choice, Advertising Effectiveness, Marketing & Advertising

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## **Affiliations**

American Marketing Association, Association for Consumer Research, Society for Consumer Psychology, American Academy of Advertising, Journal of Advertising - Associate Editor

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## **Education**

**University of Arkansas**  
PhD

**Western Kentucky University**  
MBA

**Belmont University**  
BBA

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## **Select Accomplishments**

**2017 Daniel J. O'Mara Award for Graduate Teaching Excellence**  
Villanova University

**2015 40 Most Outstanding Business School Profs Under 40 In The World**  
Poets & Quants

**2012 McDonough Family Faculty Award for Research Excellence**  
Villanova University

**2008-10 Thomas C. Kinnear Research Award**  
American Marketing Association

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