

Kelly Haws

Anne Marie and Thomas B. Walker, Jr. Professor of Marketing at Vanderbilt University

Nashville, TN, US

Expert in food consumption choices, dieting, financial decision making, and self-control in consumption.

Biography

A prolific researcher with a focus on consumer behavior, Kelly Haws' work on food decision-making has garnered significant attention from marketers and consumers alike. Haws was named a Young Scholar by the Marketing Science Institute (MSI) in 2009, and in 2013, she was awarded the Early Career Award by the Association of Consumer Research. In 2018, she was recognized as an MSI Scholar. She was previously a Vanderbilt Chancellor's Faculty Fellow, and now holds the Anne Marie and Thomas B. Walker, Jr. Chair. Haws is an Associate Editor for the Journal of Marketing and the Journal of the Academy of Marketing Science and an editorial review board member for the Journal of Consumer Research, the Journal of Consumer Psychology, Journal of Retailing, the Journal of Public Policy & Marketing, Marketing Letters, and the Journal of Business Research. She is the co-chair of the Society of Consumer Psychology 2019 conference. Haws' work has appeared in numerous publications, including the Journal of Consumer Research, the Journal of Marketing Research, the Journal of Marketing, the Journal of Consumer Psychology, the Journal of Public Policy & Marketing, Management Science, the Journal of Personality and Social Psychology, the Journal of the Academy of Marketing Science, Appetite, the American Journal of Preventative Medicine, and others. Haws teaches Consumer Analysis at the graduate level and Principles of Marketing at the undergraduate level.

Areas of Expertise

Diet, Food Decision Making, Financial Decision Making, Self-Control

Education

University of South Carolina

Ph.D.

Mississippi State University

M.B.A.

Mississippi State University

B.B.A.

Accomplishments

Marketing Science Institute Scholar
Marketing Science Institute Scholar

Outstanding Area Editor Award
Journal of the Academy of Marketing Science, 2018

Best Individual Paper, Society for Consumer Psychology
Finalist

Early Career Award Recipient
Association of Consumer Research

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