

Meredith David, Ph.D.

Associate Professor, Marketing at Baylor University

Waco, TX, US

Dr. David focuses on marketing strategies with an exploration of new technologies.

Biography

Dr. David's research focuses on marketing strategies with an emphasis on consumer behavior and well-being. Recently, her research has explored how new media technologies, including smartphones, impact personal and workplace relationships. Dr. David has also published research related to customized pricing tactics, interpersonal attachment styles, and the pursuit of health goals. Her research appears in numerous journals including the Journal of Business Research, Journal of the Association for Consumer Research, Journal of Advertising, European Journal of Marketing, and Psychology & Marketing, among others. Dr. David has been interviewed and quoted for her research in many national and international news outlets, including ABC News, Fox News, Oprah.com, Redbook Magazine, Consumer Reports, and Health Magazine, among others. She has also worked on several consulting projects for large consumer product goods companies, including Hanesbrands and Idahoan Potatoes.

Industry Expertise

Advertising/Marketing, Management Consulting, Research, Education/Learning, Consumer Goods, Publishing, Business Services

Areas of Expertise

Strategic Planning, Marketing, Marketing and Communications, Consumer Preferences, Well-Being, Smartphone Use, Marketing and Advertising, Consumer Behavior, Customized Pricing, Interpersonal Attachment Style, Strategic Management

Education

University of South Carolina

Ph.D. Business Administration

Wake Forest University

MBA

University Of South Carolina

BSBA Marketing

Accomplishments

Young Researcher Award

Hankamer School of Business, Baylor University 2016

Best Paper Award, Consumer Behavior Track

American Marketing Association 2014

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