

My (Myla) Bui, Ph.D.

**Professor of Marketing, College of Business Administration at Loyola Marymount University
Los Angeles, CA, US**

Biography

You can contact My Bui at My.Bui@lmu.edu. Professor My (Myla) Bui earned her Ph.D. from the University of Arkansas and her MBA from Loyola University New Orleans. In the fall of 2009, she joined Loyola Marymount University and is past chair of the Department of Marketing & Business Law. She has professional experience in advertising and promotions marketing through Nola.com, business development/market research through Intralox LLC, USA, and actively engages across industry sectors through her business consultancy contributions. In her roles of administrative leadership in higher education, she serves as the Faculty Senator representing the College of Business Administration at LMU, Cabinet Associate to the LMU Executive Vice President and Provost, Thomas Poon, Ph.D., and Academic Chair to the Doctor of Business Administration (DBA) committee. Professor Bui is an award-winning researcher published at the top-tier research journals in the field of marketing and business at the national and international level. Namely, her scholarly research contributions have been published and highlighted at top research journal outlets including the Journal of Marketing, Journal of Public Policy & Marketing, European Journal of Marketing, Journal of Advertising Research, among others. Her research and business consultancy interests include consumer judgement and decision making, consumer well-being, health and public policy, neuroplasticity, artificial intelligence (AI), and emerging technologies.

Industry Expertise

Advertising/Marketing, Consumer Services, Retail

Areas of Expertise

Neuroplasticity, Social Marketing, Public Policies Promoting Consumer Wellness, Nutritional Labeling, Healthcare Management & Innovation, Health Advertising, Emerging Technology, Digital Health, Consumer Health and Welfare Issues

Affiliations

American Marketing Association

Education

University of Arkansas
PhD Marketing

Loyola University New Orleans
MBA Graduate Studies

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