

Patricia Huddleston

Professor and Director of Information and Media PhD program at Michigan State University
East Lansing, MI, US

Expert in Consumer decision making at Point of Purchase, Retail Strategy

Biography

Patricia Huddleston is a Professor of Retailing in the Department of Advertising + Public Relations. She teaches undergraduate courses in Consumer Behavior and Retail Strategy and Consumer Behavior, International Consumer Behavior and Strategic Brand Communication at the graduate level. From 1991 to 2007 her research analyzed the retail systems in the transition economies of Russia and Poland. She was present at a pivotal moment in Russian history, witnessing the failed coup of August 1991. She and Linda K. Good published work on Russian and Polish worker morale, Price-Quality product perceptions of Russian and Polish consumers and Ethnocentric tendencies in Russian and Polish consumers. In 1996, Huddleston spent a sabbatical in St. Petersburg, Russia, teaching the first marketing course at Leningrad Oblast University. From 1998-2007, she pioneered a study abroad program to Russia and Poland which focuses on Retail Distribution. This intensive, short-term program provided the opportunity for students to gain knowledge of retailing in post-transition economies. Huddleston's research interests include customer loyalty, with a focus on food stores. Her newest research project uses eye tracking technology to identify what consumers focus on when they view retail displays and how eye movement relates to purchase behavior. She is collaborating with Bridget Behe and Thomas Fernandez from the Department of Horticulture (MSU) and Stella Minahan from Deakin University, Melbourne, Australia.

Industry Expertise

Education/Learning, Market Research, Advertising/Marketing, Business Services, Research, Public Relations and Communications

Areas of Expertise

Point of Purchase Marketing, Consumer Loyalty, Retail Strategy, Eye-Tracking

Education

University of Tennessee

Ph.D. Retailing/Consumer Behavior

Michigan State University

M.S. Retailing

University of Dayton

B.S. Home Economics

Accomplishments

Best Paper

European Association for Education and Research in Commercial Distribution

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