

Raymond R. Burke

Chair and Professor of Marketing at Indiana University, Kelley School of Business

Bloomington, IN, US

Raymond R. Burke's research focuses on understanding the influence of point-of-purchase factors on consumer shopping behavior.

Biography

Raymond R. Burke is the E.W. Kelley Professor of Business Administration at Indiana University's Kelley School of Business, and founding director of the School's Customer Interface Laboratory, a state-of-the-art facility for investigating how customers interact with new retail environments and technologies. His research focuses on understanding the influence of point-of-purchase factors—including new products, product packaging, pricing, promotions, assortments, and displays—on consumer shopping behavior. Dr. Burke has served on the faculties of the Harvard Business School and the University of Pennsylvania's Wharton School. His articles have appeared in several major journals, including the Harvard Business Review, the Journal of Consumer Research, the Journal of Marketing, and Marketing Science.

Industry Expertise

Education/Learning, Retail, Direct Marketing, Research, Market Research

Areas of Expertise

Marketing Management, Marketing Research, Consumer Research, Consumer Behavior, Consumer Goods, Data Mining, Retail

Secondary Titles

E.W. Kelley Chair, Director Customer Interface Library

Event Appearances

How stores track your shopping behavior
TEDxIndianapolis

Education

University of Florida
Ph.D. Psychology/Marketing

University of Florida
M.S. Psychology/Marketing

University of Miami
B.A. Psychology/Communications

Accomplishments

MBA Teaching Excellence Award
Awarded by the Kelley School of Business

Faculty Service Award
Awarded by the Kelley School of Business

Top 50 Business School Teachers
Recognized by CNN/Fortune as one of the top 50 business school teachers in the world

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