

Rebecca Walker Reczek

Associate Professor of Marketing | Fisher College of Business at The Ohio State University
Columbus, OH, US

Dr. Reczek's research focuses on the area of consumer behavior

Biography

Rebecca Walker Reczek received her Ph.D. in marketing from The University of Texas at Austin. Dr. Reczek's research focuses on the area of consumer behavior. Specifically, her research has explored consumer lay theories and inference making, social influence, and self-perceptions. Given her interest in consumer well-being, she has explored these theoretical interests in the substantive domains of food and health decision making, sustainability, and ethical decision making. Current projects continue to explore these areas, as well as consumer behavior in an online environment.

Industry Expertise

Education/Learning, Writing and Editing

Areas of Expertise

Marketing, Marketing & Advertising, Marketing & Branding, Social Influence, Consumer Behavior

Education

The University of Texas at Austin
Ph.D. Marketing

Trinity University
B.S. Business Administration

Trinity University
B.A. Russian and German (Comparative Literature)

Accomplishments

Early Career Award
The Society for Consumer Psychology 2014

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