

Robert Winsor, Ph.D.

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

Biography

You can contact Robert Winsor at Robert.Winsor@lmu.edu. Robert Winsor is a professor of marketing and business law at Loyola Marymount University. He earned a Ph.D. in marketing and management from USC, and has taught at UCLA, University of Alabama and USC. Dr. Winsor has published over 120 peer-reviewed articles and book chapters on a wide variety of business topics including pricing, competitive strategy, business ethics, franchising and marketing theory. His research has been published in the top marketing and entrepreneurship journals, and has been frequently cited in both academic and industry outlets. Dr. Winsor has experience in the retail and wholesale industries, and has advised a number of both large and small companies on marketing and management topics. He has received multiple teaching awards including the LMU President's Fritz B. Burns Teaching Award, and was named by the Princeton Review as one of the "Best 300 Professors" and one of the top three marketing professors in the country.

Industry Expertise

Advertising/Marketing, Consumer Services, Supermarkets Food Retail and Distribution, Retail, Market Research, Consumer Goods

Areas of Expertise

Pricing , Competitive Strategy, Branding, Business History, Franchising

Education

USC

Ph.D. Marketing and Management

Claremont McKenna College

B.A. Psychology

University of La Verne

B.A. Business Administration

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