

Robin Coulter, Ph.D.

Department Head, Professor of Marketing at University of Connecticut

Storrs, CT, US

Professor Robin Coulter is an expert in consumer behavior issues with strategic marketing implications.

Biography

Professor Robin Coulter's research focuses on consumer behavior issues with strategic marketing implications, with particular attention to global citizenship and cross-cultural consumer behavior, branding in developed and emerging markets, digital imaging and visualization in consumer research, and numerical cognition and pricing. Professor Coulter's work has been published in marketing and social science journals, including Journal of Consumer Research, Journal of Consumer Psychology, Journal of Applied Psychology, International Journal for Research in Marketing, Journal of the Academy of Marketing Science, Journal of Advertising, and Journal of Advertising Research. Professor Coulter is Past President of Academic Council for the American Marketing Association, and is an active member of the Association for Consumer Research. Included among Dr. Coulter's consultancies are New York Life Investment Management, Procter and Gamble, McNeil Consumer Products, and Coca Cola. Professor Coulter has taught consumer behavior and integrated marketing communications in the undergraduate program, and Market-Driven Management, Global Business Issues, and the Executive Management Project in the Executive M.B.A. program. Professor Coulter has taught socio-cultural aspects of consumer behavior, introduction to the marketing academy, and research methods in the Marketing Ph.D. program.

Areas of Expertise

Visualization, Consumer Research, Numerical Cognition, Branding, Cross-Cultural Consumer Behavior, Global Citizenship, Brands, Emerging Markets, Digital Marketing, Price Perceptions

Education

University of Pittsburgh
Ph.D.

University of Pittsburgh
M.B.A.

Pennsylvania State University
B.S.

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