

Steven Shugan

Chair at University of Florida

Gainesville, FL, US

Steven Shugan is an expert in health care and market research.

Biography

Steven Shugan is an expert in health care and market research. His current research includes services marketing (integrating operations), metrics, entertainment marketing, advance-selling, normative methods for modeling competition, markets for evaluative information, models of selling and product policy. Steven is the McKethan-Matherly Eminent scholar and professor in the Marketing Department of the Warrington College of Business.

Industry Expertise

Health Care - Services, Consumer Goods, Consumer Services, Market Research, Business Services

Areas of Expertise

Advance-Selling and other Creating Pricing Practices, Normative Methods for Modeling Competition, Competition in Health-Care Markets, Markets for Evaluative Information, Growth in Competitive Markets, Understanding Service Markets, Public vs. Private Competition, Consumer Decision-Making, Product Line Management, Entertainment Marketing, Channels of Distribution, Measuring Competition, Defensive Marketing, Bundling Services, Conjoint Analysis, Market Research, Business

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