

Tony Stovall

Professor Emeritus at Indiana University, Kelley School of Business

Indianapolis, IN, US

Professor Stovall's research interests include transformative consumer research, digital marketing and online consumer behavior.

Biography

Tony Stovall is a clinical associate professor of marketing at the IU Kelley School of Business on the IUPUI campus. He most recently was an assistant professor of marketing at Towson University in Maryland and served two years as assistant professor of marketing at Woodbury University in Burbank, California. Stovall received his PhD in retailing and consumer sciences and his MBA from the University of Arizona. He received his undergraduate degree in international relations from Stanford. Stovall's research interests include transformative consumer research, digital marketing and online consumer behavior, urbanism, and consumer identify. His work has been published in the Consumption, Markets & Culture, Electronic Markets, Journal of Marketing Management, the Journal of Public Policy and Marketing and the Journal of Cultural Marketing Strategy. Before pursuing academia, Stovall's professional career included time at Korn/Ferry International as a manager and senior executive services representative, as a technical writer at SW Consulting Group, and as a project manager for Encyclopedia Britannica, Inc. Stovall is teaching marketing courses in the Kelley Indianapolis Undergraduate Program, the Business of Medicine Physician MBA Program, and the Evening MBA Program.

Areas of Expertise

Consumer Identity, Online Consumer Behavior, Transformative Consumer Research, Digital Marketing, Urbanism

Education

University of Arizona

PhD Retailing and Consumer Sciences (Minors - Marketing and Human Geography)

University of Arizona, Eller College of Management

M.B.A.

Stanford University

A.B. International Relations

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