

BIO – Alexander Chernev

Alexander Chernev is a professor of marketing at the Kellogg School of Management, Northwestern University. He holds a PhD in psychology from Sofia University and a PhD in business administration from Duke University.

Dr. Chernev's research applies theories and concepts related to consumer behavior and managerial decision making to develop successful marketing strategies. He is an area editor for the *Journal of Marketing* and serves on the editorial boards of top research journals, including the *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of the Academy of Marketing Science*, and *International Journal of Research in Marketing*.

Dr. Chernev's research has been published in the leading marketing journals and has been frequently quoted in the business and popular press, including *Scientific American*, *Associated Press*, *Business Week*, *Forbes*, *Newsweek*, *The Wall Street Journal*, *Financial Times*, *The New York Times*, *The Washington Post*, and *Harvard Business Review*. He has written numerous articles focused on marketing strategy, brand management, consumer behavior, and market planning.

Based on research impact, Dr. Chernev was ranked among the top 10 most prolific scholars in the leading marketing journals by the *Journal of Marketing* and among the top 5 marketing faculty in the area of consumer behavior by a global survey of marketing faculty published by the *Journal of Marketing Education*.

Dr. Chernev teaches marketing management, marketing strategy, product management, and behavioral decision theory in MBA, PhD, and executive education programs. He has received numerous teaching awards, including the *Chairs' Core Course Teaching Award*, *Kellogg Faculty Impact Award*, and the *Top Professor Award from the Kellogg Executive MBA Program*, which he received seven times. In addition to research and teaching, he is an Academic Trustee of the *Marketing Science Institute* and advises companies around the world on issues of marketing strategy, brand management, consumer behavior, pricing, and new product development.