What did I do with my Psychology major?

What is your primary discipline/field?

Other (please type below)

Business school professor

Was Psychology your undergraduate major?

- ○ Yes
- ◉ No

What degree is required (or most typical) for your job?

Ph.D./Psy.D.

What is your primary work setting?

University

In just a few words, how would you describe your job? What are the primary activities you engage in?

I do research on consumer behavior and on research methodology. I teach business undergrad and masters students how to use data to make business decisions and I teach PhD students experimental design.

Can you guesstimate about what percentage of your work time you spend engaged in each of the following activities?

Research?	Teaching	Practice: Assessment	Practice: Therapy	Consultation or Administration
40	40			20

What makes your field most unique from some of the other fields on the list above?

Highly interdisciplinary. I'm in marketing and my research topics overlap with people in economics, finance, anthropology, sociology, as well as psychology.

What other non-psychology-related activities does your job entail that you did not expect? For instance, does your job include accounting, personnel management, business administration, clerical work, or other activities?

I didn't realize the breadth of nonexperimental methods.

What is the BEST thing about your field? What would you tell a college student to encourage them to enter your field?

Really exciting substantive problems and there are actually academic jobs out there.

What is your LEAST FAVORITE thing about your field? What would you tell a college student to DISCOURAGE them to enter?

business schools are envied across campus by people in related fields because we have more resources.

(Optional) What is your age?

60

(Optional) If you would like students to contact you with questions, please list your email below