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Biography

Bio

Harmen Oppewal is a Professor of Marketing in the Monash Business School.

He holds a PhD from the Eindhoven University of Technology and degrees in geography and social psychology from the University of Groningen.

He teaches consumer behaviour and research methods at postgraduate and undergraduate levels.

His research focuses on consumer behaviour in retail and related services contexts, using experimental, modelling and interpretative methods.

He published in major (A*/A) journals in marketing, psychology, planning, tourism and transportation including: *Journal of Consumer Research*, *Journal of Marketing Research*, *International Journal of Research in Marketing*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *European Journal of Marketing*, *Journal of Business Research*, *Journal of Economic Psychology*, *Marketing Letters*, *Psychology and Marketing*, *Journal of Retailing and Consumer Services*, *Acta Psychologica*, *Environment and Behavior*, *Environment and Planning A*, *Geographical Analysis*, *Papers in Regional Science*, *Leisure Sciences*, *Journal of Travel Research*, *Tourism Management*, *Transportation*, and *Transportation Research A*.

Previous academic appointments include: Professor and Chair of Retail Management (University of Surrey, UK), Senior Lecturer in Marketing (University of Sydney), and Assistant Professor and Research Fellow in Urban Planning (Eindhoven University of Technology, the Netherlands).

From 2012 to 2018 he was Head of the Department of Marketing in the Faculty of Business and Economics/Monash Business School at Monash. He has also been strongly involved with the Monash Business Behavioural Lab since it was established in 2010.

He is a Distinguished member (Fellow) of the Australian and New Zealand Marketing Academy (ANZMAC) and was the 2008 ANZMAC Distinguished Researcher of the Year.

Qualifications

Employment

Research output

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