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## Biography

### Bio

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

Harmen teaches consumer behaviour and research methods at postgraduate levels. His research focuses on consumer behaviour in retail and related services contexts, using experimental, modelling and/or interpretative methods.

Prior to taking up his appointment at Monash in 2002 he was Professor of Retail Management at the University of Surrey (UK), Senior Lecturer in Marketing at the University of Sydney, and Assistant Professor and Research Fellow in Urban Planning at the Eindhoven University of Technology in the Netherlands. He holds a PhD from the Eindhoven University of Technology and degrees in geography and social psychology from the University of Groningen. From 2012 to 2018 he was Head of the Department of Marketing in the Faculty of Business and Economics/Monash Business School at Monash.

## Qualifications

## Employment

## Research output

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## **Activities**