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Michael R. Solomon, Ph.D., is Professor of Marketing in the Haub School of Business at Saint Joseph's University in Philadelphia. Before joining the Saint Joseph's faculty in the fall of 2006, he was the Human Sciences Professor of Consumer Behavior at Auburn University.

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Solomon's Consumer Behavior: Buying, Having, and Being deepens the study of consumer behavior into an investigation of how having (or not having) certain products affects our lives. Solomon looks at how possessions influence how we feel about ourselves and each other, especially in the canon of social media and the digital age.

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Michael frequently publishes articles in academic journals and trade magazines on topics related to consumer behavior, social media, marketing strategy, customer insights, retailing and advertising. Enjoy a sample of his articles and videos below.

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