

Prof. Oded Lowengart

Prof. Oded Lowengart, Professor of Marketing, is a researcher and instructor in quantitative marketing and specialized in modeling consumer behavior, market share forecasting and diagnostics. He is the Ernest Scheller, Jr. Chair in Innovative Management.

Prof. Lowengart joined the Guilford Glazer Faculty of Business and Management in 1996. He holds a PhD from University of Wisconsin-Milwaukee. He was the Dean of the Guilford Glazer Faculty and between 2013-2018 for two terms where the Faculty enjoyed significant development and achieved an international research recognition as well as initiating new international academic programs. He was the head of the department of Business Administration in the Faculty of Management between 2009-2013.

His research interests are diverse and include, among others, pricing decisions, the effect of information on choice processes, consumer heterogeneity, and social marketing. Prof. Lowengart publish in leading marketing and business journals.