Dr Yvetta Simonyan

Lecturer

The Department of Marketing

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About

Yvetta's research focuses on how consumers' inferences about product quality are related to brand information in memory and how these relationships are affected by exogenous and endogenous factors, such as time pressure or personality traits. In particular, her work explores whether the old saying "better the devil you know than the devil you don't" applies to brands. The other stream of her research focuses on factors that influence consumers' willingness to be helpful. How do marketing promotions change consumers' likelihood to participate in market research? What factors do affect people's willingness to donate to charitable causes?

Yvetta's industry experience includes promoting healthcare products, conducting market research for pharmaceutical companies and healthcare organizations, marketing consulting for new and existing businesses in agriculture and healthcare sectors, and other.

For more information see **Yvetta's personal website (http://www.yvettasimonyan.com/)** .

Qualifications

- PhD in Marketing, London Business School, 2012
- Master of Research in Marketing, London Business School, 2008
- MBA (with distinction), Indiana University of Pennsylvania, 2001
- Diploma (with distinction), Pharmacy, Yerevan State Medical University, 1994

Teaching

Yvetta teaches Marketing Communications and Brand Management courses at the graduate and undergraduate levels.

Research

- Consumer behaviour
- Behavioural decision making
- Branding
- Marketing promotions

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