

ERIC GEDDES LECTURE SERIES



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Kyle is the Vice Dean and a Professor of Marketing at the Alberta School of Business. He also holds a Professorship at Monash Business School (Melbourne, Australia). Dr. Murray was previously the Director of the School of Retailing at the University of Alberta. He began his career as an Assistant Professor at the Richard Ivey School of Business and has been a visiting professor at INSEAD (France) and the Dublin Institute of Technology (Ireland). His B.Sc. in Psychology and Ph.D. in Marketing and Psychology are from the University of Alberta.

Kyle studies human judgment and decision making. His work uses the tools of experimental psychology and behavioral economics to better understand the choices that people make. His research has been published in leading journals in marketing, management information systems and organizational behavior, including the Journal of Consumer Research, Journal of Consumer Psychology and the Journal of the Academy of Marketing Science, just to name a few. His work has been recognized with a variety of awards including a McCalla Professorship, Killam Professorship, Petro-Canada Young Innovators Award and the Mackenzie Teaching Award of Excellence. His two books are The Retail Value Proposition and Consumer Behavior.