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- Has been at Clemson since 2011.
- Research interests are consumer behavior, self-control and consumer welfare, patient/customer experience.

Dr. Jennifer Siemens is Chair of the Marketing Department at Clemson University. She teaches consumer behavior and advertising in the Undergraduate and Masters programs. In 2003 she received her Ph.D. from the University of Arkansas, where her dissertation focused on the unique qualities of consumption in computer-mediated environments, particularly within the domain of internet gambling. Dr. Siemens' current research focuses generally on consumer welfare and public policy. Specifically, she has current projects investigating consumer self-control, patient experience in healthcare settings, and consumer behavior during life transitions. She has extensive experience presenting at both national and international marketing conferences, and her research has been published in numerous marketing journals including Journal of Advertising, Journal of Business Research, Journal of Public Policy & Marketing, Journal of Consumer Marketing, Journal of Marketing Theory and Practice, Journal of Interactive Marketing, Journal of Behavioral Decision Making. Prior to joining the faculty at Clemson, she was Associate Professor of Marketing at the University of Dayton in Dayton, OH. In her spare time she enjoys boating on Lake Keowee and spending time with her husband, three daughters, and their dog Charlotte.

Visit Dr. Siemens' [faculty page](#).



*The mission of the Sonoco FRESH initiative is to develop innovative solutions by engaging the collective intellectual capital and purposeful collaboration of experts from academia, industry and thought leaders across the entire food value chain.*