



Lura Forcum, Ph.D.
Assistant Professor of Marketing
Wilbur O. and Ann Powers College of Business

- Has been at Clemson since 2015.
- Research interests are Social cognition, mind attribution, anthropomorphism.

Lura Forcum holds a PhD in marketing from Indiana University (Kelley School of Business). She studies social cognition and brands. Her research focuses on the factors that lead consumers to respond to brands as if they were people and the outcomes of doing so. Her dissertation, ‘Why Good Consumers Love Bad Brands: Assertive Language Makes Consumers Care for Brands,’ examines how commanding language by brands (post a picture! like our Facebook page!) leads consumers to attribute a mind to the brand. Consequently consumers feel greater care and concern for the brand. This work has received dissertation awards from the Marketing Science Institute, the Academy of Marketing Science / Mary Kay, and the Society for Marketing Advances. Her work appears in the Journal of Consumer Research and Journal of Management as well as the SAGE Handbook of Memory.

Visit Dr. Forcum’s [faculty page](#).



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