



## Anastasia Thyroff, Ph.D.

### Associate Professor, Marketing Department

- Has been at Clemson for 6 years
- Researches complex market systems
- Received the 2017 College of Business Dean's Award for Student Engagement

Anastasia Thyroff began her education at Clemson University where she received a Bachelor of Science in marketing. She then went on to the University of Georgia to earn a Masters degree in marketing research and then received a Ph. D. in marketing from the University of Arkansas. Dr. Thyroff researches complex market systems and their relation to sustainability, well-being, technology and market formation and evolution. She is particularly interested in the impact market systems have on consumers and the role marketers have to shape and respond to these complex market systems. Dr. Thyroff teaches courses at various levels such as introduction to marketing, integrated marketing communication and thesis and dissertation advising. Her research has been featured in many top publications. Some of these business outlets include, but are not limited to, the Journal of Business Research, Journal of Consumer Affairs and Marketing Science Review.

Visit Dr. Thyroff's [faculty page](#).



*The Sonoco FRESH initiative is a platform designed to research, innovate, and deliver solutions to reduce food waste and promote sustainability.*

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