

Dr. Prachi Gala

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Description of faculty member's current research/creative interests:

Buying pattern of consumers, personality and moods of consumers & buying behavior, leadership (e.g. CEOs) and their behavior/impact on marketing, sports marketing, political marketing, packaging & labelling, colors & marketing, social media marketing, Twitter marketing

Currently looking for a student to apply and work in these programs:

- Any program/opportunity
- Summer Undergraduate Research Experience (SURE)
- Spring Undergraduate Research Forum (SURF)
- Endowed Grant
- Lumen Prize

I can mentor a student enrolled in 498/499 hours during these semesters:

- Any start time
- Summer Session I 2020
- Summer Session II 2020
- Fall 2020
- Winter 2021
- Spring 2021



The ideal student would have the following qualifications:

Anyone with curiosity and enthusiasm

Students interested in working with me should...

email me to set up a meeting