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Michael R. Solomon, Ph.D., is the Human Sciences Professor of Consumer Behavior in the Department of Consumer Affairs, College of Human Sciences, at Auburn University. Prior to joining Auburn in 1995, he was Chairman of the Department of Marketing in the School of Business at Rutgers University, New Brunswick, NJ.

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Consumer Behavior In The New Normal. Michael R. Solomon Contributor. ... Michael R. Solomon. I am passionate about the extraordinary world of the ordinary consumer. My mantra: ...

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Professor Solomon advises numerous companies on issues related to consumer behavior, services marketing, retailing, and advertising and he is a Director of Mind/Share, Inc., a consulting firm specializing in online consumer research. He frequently addresses business groups on strategic issues related to consumer behavior.

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Michael R. Solomon, Ph.D., is Human Sciences Professor of Consumer Behavior in the Department of Consumer Affairs, College of Human Sciences, at Auburn University. Prior to joining Auburn in 1995, he was Chairman of the Department of Marketing in the School of Business at Rutgers University, New Brunswick, New Jersey.

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