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Isabelle Szmigin is Professor of Marketing at the University of Birmingham. She has taught Consumer Behaviour at undergraduate and postgraduate level at universities in Britain and Asia, and has published her work in leading journals such as European Journal of Marketing, Psychology and Marketing, Sociology and Consumption, Markets and Culture.

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Her book Understanding the Consumer examines the complexity and unpredictability of consumers in the marketplace of the twenty first century.

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2015 saw the publication of her Consumer Behaviour textbook co-authored with Professor Maria Piacentini of Lancaster University. Isabelle has held ESRC and British Academy Grants and is currently Principle Investigator on a European Foundation for Alcohol Research examining Lifestyle, social media and alcohol consumption.

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Isabelle Szmigin is Professor of Marketing at the University of Birmingham. She has taught Consumer Behaviour at undergraduate and postgraduate level at universities in Britain and Asia, and has published her work in leading journals such as European Journal of Marketing, Psychology and Marketing, Sociology and Consumption, Markets and Culture.

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