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His research focuses on understanding the ways in which consumers may be influenced without their conscious knowledge or awareness by marketers and marketing researchers, often without any intent on the part of the marketer. His work has been published in numerous academic journals such as the Journal of Consumer Research, Journal of Marketing Research, Marketing Science, Management Science, Organizational Behavior and Human Decision Processes, the Journal of Personality and Social Psychology, and Psychological Science. His ideas have also been featured in many popular press outlets such as NPR, CNN, MSNBC, the New York Times, Wall Street Journal, Psychology Today, Oprah Magazine and Time Magazine, amongst many others. He serves as an associate editor at the Journal of Consumer Research.