

INSPIRING FACULTY RESEARCH

At the C. T. Bauer College of Business, our faculty are creating awe-inspiring research.

Meet Melanie Rudd, an assistant professor of marketing at Bauer College. She's exploring the perception of time and how understanding that behavior can benefit businesses, both with employee productivity and with marketing to consumers. Rudd combines psychology and marketing in her research efforts, which have been published in the *Journal of Consumer Psychology*, *Psychological Science* and the *Journal of Experimental Social Psychology*. And in the classroom, Rudd uses her research background to give students applicable lessons that will benefit them in the workplace.

At Bauer College, our faculty are producing research that contributes to the conversation in academia and benefits the business community.



C. T. Bauer College of Business is an AACSB accredited business school.

The University of Houston is an EEO/AA institution.