

Wayne A. Neu, PhD, is an Associate Professor of Marketing and has been a faculty member in the CSUSM Marketing Department since 2007. Wayne focusses on teaching Personal Branding and Marketing Research, and has also taught courses in Marketing Management, Services Marketing, Advertising, and Principles of Marketing. His current research investigates how consumers use social cues—behaviors and physical traits—to form initial trustworthiness and trust in others with whom there is no prior experience, and on understanding unintended consequences of using teams in business education. Neu earned his MBA from the University of Michigan and his BSE and PhD from Arizona State University. Prior to pursuing his PhD Wayne had a 14-year business career that included 9 years as a principal of a consulting firm