

2024-2025 FAR Faculty Fellow  
Howard Forman, Marketing

Howard Forman is an Associate Professor of Marketing. His PhD is from Temple University, and he has been a full-time professor for more than twenty-five years. His research interests include new product and technology adoption, pricing, and the role of risk in managerial decision making. Dr. Forman also draws on his extensive experience in industry for his research. At CSUF, he has been and continues to be active in his service to the Marketing Department, College of Business and Economics and University. Some of his committee work includes the Marketing Honors Networking Program, Department Personnel Committee, College Assessment Committee, University Advancement Committee, and Faculty Fellow for University Faculty Affairs.