



Professor Sharyn Rundle-Thiele

Professor Sharyn Rundle-Thiele is Director, Social Marketing @ Griffith and Editor-in-Chief, Journal of Social Marketing. Drawing on her commercial marketing background Sharyn's research focuses on applying marketing tools and techniques to change behaviour for the better. She is currently working on projects delivering changes to the environment, people's health and for the greater social good. Selected current projects include changing adolescent attitudes towards drinking alcohol

(see www.blurredminds.com.au/students), increasing healthy eating and physical activity to combat obesity, reducing food waste and delivering change in wide variety of settings. Research partners in 2017 include Defence Science and Technology Organisation, Australian Defence Force, Queensland Catholic Education Commission, VicHealth and more. Sharyn's research is published in more than 100 books, book chapters and journal papers.