



Emerson Smith, PhD

Sociologist

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Metromark Sociologist Emerson Smith focuses on the understanding, modification, and control of human social behavior – with the objective of sociology - to improve cohesion and sustainability within and among societies.

Using research methods and published studies, based in sociology and social psychology, he seeks answers to questions on how and why people behave as they do – and what can be done to modify behaviors for the benefit of all.

He describes the behavior of families, neighbors, employees, physicians and patients in hospitals, jurors, drivers on roads and highways, politicians, media reporters, people at leisure, consumers of goods and services and others.

Emerson is speaking on current issues, *from* the emergence of *homo sapiens* 500,000 years ago in the Horn of Africa and the apparently inevitable social creation of race, caste, class, and status over the past 500 years in every society on Earth -- *to* the creation of societies working together to achieve equal access to social benefits, which may include, among others, jobs, education, housing, food, health, and economic wellbeing.

As equality is achieved, societies move toward free trade in goods and services, benefitting all businesses and organizations as well as consumers.

Emerson is identifying and evaluating the best ways to measure human social behaviors and the knowledge, perception and support that employees and consumers - of businesses, retail outlets, public services, universities, air, land and sea transportation, health organizations, as well as medical, legal, accounting and other professionals.

As a Commercial Pilot, a Certificated Flight Instructor, an FAA Safety Team Representative, and a past Commander of the South Carolina Wing of the Civil Air Patrol, the U.S. Air Force Auxiliary, he applies the best principles of aviation to issues in the efficient management and safe operation of organizations.

Currently, during the COVID-19 pandemic, Metromark is working to describe and understand human behavior in response this virus in the United States and abroad.

AREAS OF CONCENTRATION

Business

Health & Medical

Legal

EDUCATION

Emory University, PhD

University of Exeter UK, Fellow

Texas Christian University, MA

University of Texas at Austin, BA

ASSOCIATIONS

American Sociological Association

American College of Lifestyle Medicine

American Society of Trial Consultants