



## James Arthur Bayton, Ph.D.

1912 - 1990

Ph.D. Psychology, 1943  
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Dr. James Arthur Bayton balanced his doctoral studies while working as an associate professor at Virginia State College. He published research on the self-concept of African-Americans. After earning his PhD he worked as a

social service analyst for the Department of Agriculture. He studied the African-American self-concept, consumer psychology, marketing, and agriculture while teaching at Southern University, Morgan State University, and Howard

University. He later served as chair of the Psychology department at Howard University and developed over 70 products, conducted survey and marketing research and made notable contributions to consumer psychology.