

KARIN BRAUNSBERGER

Professor of Entrepreneurship
University of South Florida St. Petersburg
Kate Tiedemann College of Business
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updated: 11/05/2018

Education:

ENVISION Sustainability Professional	October 2016	Institute for Sustainable Infrastructure Washington, DC
Certificate in Entrepreneurship & Innovation	May 2016	University of Colorado Denver (AACSB)
Ph.D.	May 1996	University of Texas at Arlington (AACSB) Major: Marketing Minors: Quantitative Analysis & Psychology
M.B.A.	May 1992	University of Texas at Arlington (AACSB) Major: Marketing with an Emphasis in International Marketing
M.A. in Education	1984	Johann Wolfgang Goethe Universitaet Frankfurt/Main, W.-Germany Major: English Minors: German & Social Studies

Dissertation Topic: *The Effects of Source and Product Characteristics on
Persuasion*

Academic Experience:

Academic Positions:

August 2016 to present **Professor of Entrepreneurship
University of South Florida St. Petersburg (AACSB)
College of Business Administration
St. Petersburg, FL**

August 2011 – May 2016	Professor of Marketing University of South Florida St. Petersburg (AACSB) College of Business Administration St. Petersburg, FL
May 2009 – August 2011	Marketing Area Coordinator University of South Florida St. Petersburg (AACSB) College of Business Administration St. Petersburg, FL
August 2005 – May 2011	Associate Professor of Marketing University of South Florida St. Petersburg (AACSB) College of Business Administration St. Petersburg, FL
August 2001 – May 2005	Assistant Professor of Marketing University of South Florida St. Petersburg (AACSB) College of Business Administration St. Petersburg, FL
August 1998 – May 2001	Assistant Professor of Marketing Arkansas Tech University (AACSB) School of Business and Economics Russellville, AR
January 1998 – May 1998	Adjunct Professor of Marketing St. Edward's University School of Business Administration Austin, TX
January 1997 – December 1997	Assistant Professor of Marketing Al Akhawayn University School of Business Administration Ifrane, Morocco
June 1996 – December 1996	Visiting Assistant Professor of Marketing University of Texas at Arlington (AACSB) Department of Marketing
September 1993 – May 1996	Assistant Instructor/Graduate Teaching Assistant University of Texas at Arlington Department of Marketing
January 1993 – August 1993	Graduate Research Assistant University of Texas at Arlington Department of Marketing

Scholarly Activity:

Published in Refereed Journals & Invited Book Chapters:

Braunsberger, Karin and Richard Flamm (2016), "Learning from Sustainability Initiatives in Emerging Markets." In *Handbook of Contemporary Research on Emerging Markets*, Hemant Merchant (ed.), Cheltenham, UK: Edward Elgar Publishing, 117-138.

Heber, Reto Felix and Karin Braunsberger (2016), "I Believe therefore I Care: The Relationship between Religiosity, Environmental Attitudes, and Green Product Purchase in Mexico." *International Marketing Review* (impact factor 1.778), Vol. 33(1), 137-155.

Flamm, Richard O. and Karin Braunsberger (2014), "Applying Marketing to Conservation: A Case Study on Encouraging Boater Reporting of Watercraft Collisions with Florida Manatees." *Ocean & Coastal Management* (impact factor 1.333), Vol. 96, 20-28.

Braunsberger, Karin (2014), "The Impact of Animal Welfare Advertising on Opposition to the Canadian Seal Hunt and Willingness to Boycott the Canadian Seafood Industry." *Anthrozoös* (impact factor 1.000), Vol. 27 No. 1, 111-125.

Braunsberger, Karin and Richard O. Flamm (2013), "A Mission of Civic Engagement: Undergraduate Students Working with Nonprofit Organizations and Public Sector Agencies to Enhance Societal Wellbeing." *International Journal of Voluntary and Nonprofit Organizations* (VOLUNTAS; impact factor .881), Vol. 24 No. 1, 1-31.

Braunsberger, Karin and Philip J. Trocchia (2011), "Sociological Factors Influencing High-Risk Physical Activities among Adults: A Conceptual Analysis." *Marketing Management Journal*, Vol. 21 No. 1, 180-194.

Braunsberger, Karin and Brian Buckler (2011), "What Motivates Consumers to Participate in Boycotts: Lessons from the Ongoing Canadian Seafood Boycott." *Journal of Business Research*, Vol. 64, 96-102.

Braunsberger, Karin and R. Brian Buckler (2009), "Consumers on a Mission to Force a Change in Public Policy: A Qualitative Study of the Ongoing Canadian Seafood Boycott," *Business and Society Review*, Vol. 114 No. 4, 457-489.

Braunsberger, Karin and Roger Gates (2009), "Developing Inventories for Satisfaction and Likert Scales in a Service Environment," *Journal of Services Marketing*, Vol. 23 No. 4, 219-225.

Braunsberger, Karin, R. Brian Buckler and Michael Lockett (2008), "Dimensions of Total Product Knowledge in Hospital Environments," *Journal of Services Marketing*, Vol. 22 No. 7, 505-519.

Braunsberger, Karin (2007), "The Founding of a Nonprofit Organization as a Teaching/Learning Experience: A Case Study in Service Learning," *Journal of Nonprofit and Public Sector Marketing*, Vol. 18 No. 1, 21-36.

Braunsberger, Karin, Hans Wybenga, and Roger Gates (2007), "A Comparison of Reliability between Telephone and Web based Surveys," *Journal of Business Research*, Vol. 60 No. 7, 758-764.

Braunsberger, Karin, R. Brian Buckler and David Ortinau (2005), "Categorizing Cognitive Responses: An Empirical Investigation of the Cognitive Intent Congruency among Independent Raters and Original Subject Raters," *Journal of the Academy of Marketing Science*, Vol. 33 No. 4, 620-632.

Braunsberger, Karin, Laurie Lucas and David Roach (2005), "Evaluating the Efficacy of Credit Card Regulation: An Elaboration Likelihood Model Approach," *International Journal of Bank Marketing*, Vol. 23 No. 3, 237-254.

Dixit, Ashutosh, Karin Braunsberger, George Zinkhan and Yue Pan (2005), "Internet and Technology-Enhanced Pricing Strategies: Implications for Public Policy and Social Welfare," *Journal of Business Research*, Vol. 58 No. 9 (September), 1169-1177.

Braunsberger, Karin, Roger Gates and David Ortinau (2005), "Prospective Respondent Integrity Behavior in Replying to Direct Mail Questionnaires: A Contributor in Overestimating Nonresponse Rates," *Journal of Business Research*, Vol. 58 No. 3 (March), 260-267.

Zinkhan, George and Karin Braunsberger (2004), "The Complexity of Consumers' Cognitive Structures and Its Relevance to Consumer Behavior," *Journal of Business Research*, Vol. 57 No. 6 (June), 575-582.

Braunsberger, Karin, Laurie A. Lucas and Dave Roach (2004), "The Effectiveness of Credit Card Regulations for Vulnerable Consumers," *Journal of Services Marketing*, Vol. 18 No. 5, 358-370.

Cameron, Michaelle, Julie Baker, Mark Peterson and Karin Braunsberger (2003), "The Effects of Music and Mood on a Low-Cost Wait Experience," *Journal of Business Research*, Vol. 56 No. 6 (June), 421-430.

Braunsberger, Karin and Roger Gates (2002), "Patient/Enrollee Satisfaction With Healthcare and Health Plan," *Journal of Consumer Marketing* (special issue on Healthcare Marketing), Vol. 19 No. 7, 575-590.

Braunsberger, Karin (2000), "Theft in a Foreign Country: Should I Call the Police or Not?" CIBER Case Collection (CCC) at the European Case ClearingHouse (ECCH) at Babson.

Gates, Roger, Carl McDaniel and Karin Braunsberger (2000), "Modeling Consumer Health Plan Choice Behavior to Improve Customer Value and Health Plan Market Share," *Journal of Business Research* (special issue on Healthcare Marketing), Vol. 48 No. 3, 247-257.

Braunsberger, Karin and James M. Munch (1998), "Source Expertise versus Source Experience Effects in Hospital Advertising," *Journal of Services Marketing*, Vol. 12 No. 1, 23-36.

Books:

Reeb, William L. and Karin Braunsberger-Messer (1994), Selected Readings for Financial Executives: AICPA Self-Study Guide. New York, NY: American Institute of Certified Public Accountants.

Second Revisions:

Braunsberger, Karin and Richard O. Flamm (second revision at *Journal of Consumer Managerial Issues*), "The Case of the Ethical Vegan: Motivations Matter When Researching Dietary and Lifestyle Choices."

Research in Progress:

Braunsberger, Karin, Richard O. Flamm, and Brian Buckler (final writing stage, to be submitted to the *Journal of Consumer Research*), "A Comparison of the Short and Long Forms of the Social Dominance Orientation Scale."

Braunsberger, Karin and Richard O. Flamm (writing stage, to be submitted to the *Journal of Macromarketing*), "Training the Invisible Women in Bottom-of-the-Pyramid Countries: A Case Study from Guatemala."

Braunsberger, Karin and Richard O. Flamm (data analysis stage, to be submitted to the *Journal of Consumer Research*), "Consumer Identities: Veganism or Carnism?"

Braunsberger, Karin and R. Brian Buckler (data analysis of stage 1, data collection stage 2, to be submitted to the *International Journal of Research in Marketing*). "Consumer Boycott Behavior: A Longitudinal Analysis of Consumer Boycott Behavior."

Published Conference Proceedings and Presentations (Refereed):

Braunsberger, Karin, Richard O. Flamm, and Brian Buckler (2018), "A Comparison of the Short and Long Forms of the Social Dominance Orientation Scale." *Society for Marketing Advances (SMA) Annual Conference 2018*—presentation & published abstract.

Braunsberger, Karin, Richard O. Flamm, and Brian Buckler (2018), “A Comparison of the Short and Long Forms of the Social Dominance Orientation Scale.” *Third International Conference on Business and Economics, University of Dhaka, Bangladesh*—presentation and published abstract.

Braunsberger, Karin, Richard O. Flamm, and Brian Buckler (2017), “Comparing Consumer Identities between Carnists and Vegans: The Importance of Distinguishing Motivations for Going Vegan.” *Society for Marketing Advances (SMA) Annual Conference 2017*—presentation & published abstract.

Branch, John, Karin Braunsberger, Jie Fowler, Kevin Shanahan, and Doreen Sams (2017), “Strategies to Develop and Recruit for Study Abroad Programs.” *Society for Marketing Advances (SMA) Annual Conference 2017*—presentation & published abstract.

Buckler, Brian, Karin Braunsberger, Maria Kalamas Hedden, Scott R. Swanson (2017), “Strategies to Achieve Full Professor.” *Society for Marketing Advances (SMA) Annual Conference 2017*—panel presentation & published abstract.

Buckler, Brian and Karin Braunsberger (2015), “Exploring the Social Environment of Marketplace Compulsiveness: The Effects of Presence of Others on Compulsive Behavior.” *Society for Marketing Advances (SMA) Annual Conference 2015*—presentation & published abstract.

Braunsberger, Karin, John Branch, Brian Buckler, Mohammad Niamat Elahee, Richard Flamm, Barbara Ross Wooldridge and Melissa Markley Rountree (2015). “A Crash Course on Short-Term Faculty-Led Education Abroad Trips.” *Society for Marketing Advances (SMA) Annual Conference 2015*— presentation & published abstract.

Karin Braunsberger, Velma McCuiston, Gary Patterson, and Alison Watkins (2014), “Perceived Risks and Psychological Well-being in Online Education: Implications for Grade Expectations and Future Enrollment.” *Academy of Marketing Science World Marketing Congress 2014*— presentation & published abstract..

Braunsberger, Karin (2013), “The Effect of Animal Protection Advertising on Opposition to the Slaughter of Wildlife and Willingness to Boycott the Offending Industry: Initial and Carryover Effects.” *Academy of Marketing Science World Marketing Congress 2013*—presentation & published abstract.

Braunsberger, Karin and Richard O. Flamm (2011), “Consumer Identities: Veganism or Carnism?” *Academy of Marketing Science Conference 2011*—presentation & published abstract.

Braunsberger, Karin and Richard O. Flamm (2010), “Wildlife Management as a Marketing

Problem,” *Society for Marketing Advances Annual Conference 2010*—presentation & published abstract.

R. Brian Buckler and Karin Braunsberger (2010), “Another Type of Secret Shopping? The Effects of Presence of Others on Compulsive Buying,” *Society for Marketing Advances Annual Conference 2010*—presentation & published abstract.

Braunsberger, Karin, R. Brian Buckler and David J. Ortinau (2009), “Empirical Investigation of Data Quality and Validity of Cognitive Valence and Content of Thoughts: Trained Independent Raters versus Trained Original Respondents.” *Academy of Marketing Science Conference 2009*—presentation & published abstract.

Braunsberger, Karin and Richard O. Flamm (2009), “A Mission of Civic Engagement: The Evolution of a Service Learning Project in Marketing.” *Academy of Marketing Science Conference 2009*—presentation & published abstract.

Braunsberger, Karin and Richard O. Flamm (2008), Special Session on Service Learning—“A Mission of Civic Engagement: The Evolution of a Service Learning Project in Marketing,” *Society of Marketing Advances Conference 2008*—presentation & published abstract.

Braunsberger, Karin and R. Brian Buckler (2008), “Consumers on a Mission to Stop the Canadian Seal Hunt: An In-depth Study of an Ongoing Consumer Boycott,” *Conference on Trends in Global Business* at Quinnipiac University in Hamden, CT—presentation & published abstract.

Braunsberger, Karin and R. Brian Buckler (2008), “Consumers on a Mission: A Qualitative Study of an Ongoing Consumer Boycott,” *Academy of Marketing Science Conference 2008*—presentation & published abstract.

Buckler, R. Brian and Karin Braunsberger (2008), “Another Type of ‘Secret’ Shopping? The Effects of Presence of Others on Compulsive Buying,” *Academy of Marketing Science Conference 2008*—presentation & published abstract.

Luckett, Michael and Karin Braunsberger (2008), “Ethics Revisited: What Makes an Ethical Person?” *Academy of Marketing Science Conference 2008*—presentation & published abstract.

Trocchia, Philip, George M. Zinkhan and Karin Braunsberger (2008), “A Comprehensive View of High- and Extreme-Risk Consumption: The HERC Model,” *Academy of Marketing Science Conference 2008*—presentation & published abstract.

Ortinau, David J., Karin Braunsberger and Barry J. Babin (2006), *Special Session: Cognitive Response Research – Topic: Reliability and Cognitive Intent Validity Issues and Insights.* *Academy of Marketing Science Conference 2006*—presentation & published abstract.

Braunsberger, Karin, R. Brian Buckler and Michael Lockett (2006), "Dimensions of Total Product Knowledge in Hospital Environments," *Conference on Trends in Global Business* at Quinnipiac University in Hamden, CT—presentation & published abstract.

Braunsberger, Karin, Tom Ainscough, Mike Lockett, Kim Nelson, and Phil Trocchia (2004), "Classroom Technology: An Instructor's Blessing or Curse?" *Academy of Marketing Science Conference 2004*—presentation & published abstract.

Braunsberger, Karin, Laurie A. Lucas, David Roach and Michael Lockett (2003), "The Effectiveness of Credit Card Regulations for Vulnerable Consumers," *Academy of Marketing Science Conference 200*—presentation & published abstract.

Roger Gates and Karin Braunsberger (2002), "Consumer Satisfaction With Healthcare and Health Plan," in *Advances in Marketing*, J.L. Thomas, B.J. Kellerman and R. K. Tudor (eds.), St. Louis, MO: Association of Collegiate Marketing Educators, 105-114 & presentation.

Braunsberger, Karin (2002), "Founding Your Own Nonprofit Organization as a Teaching Tool," *Academy of Marketing Science Conference 2002*—presentation & published abstract.

Braunsberger, Karin and Roger Gates (2002), "Mail Surveys: A Closer Look at Nonresponse Rates," *Academy of Marketing Science Conference 2002*—presentation & published abstract.

Braunsberger, Karin and R. Brian Buckler (2000), "The Effects of Source and Product Characteristics on the Form of Advertising: A Theoretical Approach," *2000 AMA Educators' Proceedings: Enhancing Knowledge Development in Marketing*. G. T. Gundlach and P. E. Murphy (eds.) American Marketing Association, Summer, Vol. 11, 125-131 & presentation.

Roach, David, Laurie Lucas, Gene Cole, Karin Braunsberger and Joyce Bequette (2000), "Using Undergraduate Students to Assess Business Curriculum Outcomes," *The SAM 2000 International Management Conference: Managing in a World of Change*. Moustafa H. Abdelsamad and Elwin R. Myers (eds.) Society for Advancement of Management, Spring, 446-451 & presentation

Braunsberger-Messer, Karin and Roger Dickinson (1995), "Pricing by Differences: A Retail Perspective," *World Marketing Congress*. K. Grant and I. Walker (eds.) Academy of Marketing Science, July, Vol. 7-8, 13/138-13/150 & presentation

Cameron, Michaëlle and Karin Braunsberger-Messer (1995), "Brand Extensions: Aspects of Consumer Decision Making," *Advances in Marketing*. Lou E. Pelton, David Strutton and John F. Tanner (eds.) South Western Marketing Conference, Spring, 134-140 & presentation.

Braunsberger-Messer, Karin and Michaëlle Cameron (1994), "Consumer Attitudes Toward Goods Manufactured Abroad," *Marketing: Advances in Theory and Thought*. Brian T. Engelland and Alan J. Bush (eds.) Southern Marketing Association, November, 469-473 & presentation.

Cameron, Michaëlle and Karin Braunsberger-Messer (1994), "Social Influence on Product Evaluations: A Review and Propositions about Gender Differences," *Marketing: Advances in*

Theory and Thought. Brian T. Engelland and Alan J. Bush (eds.) Southern Marketing Association, November, 480-483 & presentation.

Service:

To the Profession

1. *Area Editor*

Area Editor for Entrepreneurship & SMEs, *Journal of Asia Business Studies* (March 2014 to October 2018)

2. *Editorial Review Boards*

Member of the Editorial Review Board, *Journal of Business Research* (October 2005 – December 2015)

Member of the Editorial Review Board, *Journal of the Academy of Marketing Science* (May 2005 – May 2006).

3. *Journal Reviews*

Ad-hoc Reviewer for *The Journal of the Academy of Marketing Science (JAMS)*, *The Journal of Market-Focused Management*, *Academy of Management Learning & Education (AMLE)*, *Journal of Retailing*, *Transportmetrica*, *Field Methods*, *International Marketing Review*.

4. *Conference Reviews*

Reviewer for *Advances in Consumer Research (ACR)*, the *American Marketing Association's Conference*, and the *Academy of Marketing Science Conferences*.

5. *Other Reviews:*

External reviewer for the *Social Sciences and Humanities Research Council of Canada*.

6. *Service at National and International Conferences*

Track Chair for “Entrepreneurship” at the *2018 Society for Marketing Advances Conference*—West Palm Beach, November.

Track Chair for “Entrepreneurship” at the *2017 Society for Marketing Advances Conference*—Louisville, Kentucky, November.

Track Chair for “Marketing Ethics, Law & Public Policy” at the *2015 Society for Marketing Advances Conference*—San Antonio, Texas, November.

Track Chair for “Social Marketing” at the *2013 Academy of Marketing Sciences World Marketing Congress*—Melbourne, Australia, July.

Doctoral Consortium Faculty at the *2013 Society for Marketing Advances Conference*—Orlando, Florida, November

Track Chair for “Marketing and E-Commerce,” at the 2010 Conference of the *Academy of International Business—US Northeast Chapter*, Quinnipiac University, Hamden, CT, September 30 – October 2.

Track Chair for “Mary Kay Doctoral Dissertation Competition” at the *2008 Academy of Marketing Science Conference* in Vancouver, British Columbia, Canada, May 28 – May 31.

Track Chair for “Marketing and E-Commerce” at the *2008 Conference on Trends in Global Business*, Quinnipiac University, Hamden, CT, October 9 – October 11.

Track Chair for “Marketing Education and Innovative Teaching” at the *2005 Academy of Marketing Science Conference* in Tampa, FL, May 25 – May 28.

Track Chair for “Services and Nonprofit Marketing” at the *2004 Academy of Marketing Science Conference* in Vancouver, Canada, May 26 – May 29.

Chair of the “Stanley Hollander Best Retailing Paper Competition,” at the *2004 Academy of Marketing Science Conference* in Vancouver, May 26 – May 29.

Track Chair for “Consumer Behavior” and “Marketing Research” at the *Association of Collegiate Marketing Educators’ (ACME) 2002 Conference* in St. Louis, MO, March 6-9.

Track Chair for “E-Commerce” at the *2001 Academy of Marketing Science Conference* in San Diego, CA, May 29 – June 2.

Honors:

- | | |
|-------------|--|
| 2014 | University of South Florida St. Petersburg
Award of the <i>Bank of America Endowed Professor in Business</i> for 2014-2015 |
| 2009 | University of South Florida St. Petersburg
Chancellor’s Award for Excellence in Research and Creative Scholarship |
| 2007 | University of South Florida St. Petersburg
Award of the <i>Bank of America Endowed Professor in Business</i> for 2007-2008 |
| 2006 | University of South Florida St. Petersburg |

Course Development Grant for Incorporating a Civic Engagement Component to MAR4824 – Marketing Management Problems

2006

University of South Florida St. Petersburg
Researcher of the Year Award

2006

University of South Florida St. Petersburg
Corporate Social Responsibility Award

Summer 2000

American Marketing Association
Received the Best Paper Award in the Advertising Track
Co-author: R. Brian Buckler
Title: “The Effects of Source and Product Characteristics on the Form of Advertising: A Theoretical Approach.”

Spring 1997

Al Akhawayn University
School of Business Administration
Ranked as the best instructor in the School of Business Administration by students.

Spring 1997

Al Akhawayn University
Due to the introduction of teleconferencing in Morocco, I was invited to teach the first live broadcast in the country, which was featured on the national news. The crown prince of Morocco was among the audience.

Fall 1995

Southern Marketing Association
Doctoral Consortium Fellow.

Spring 1994

University of Texas at Arlington
Department of Marketing
Ranked in top 2 of 21 faculty by students.

Spring 1992

Invited to join **Beta Gamma Sigma**, the Honor Society of Business Schools.

Business Experience:

1988 - 1989

International Tours of West Lake - Austin, Texas
Sales, Customer Service

1987 - 1988

NCTI Travel - Austin, Texas
Sales, Sales Promotions, Accounting

1986 - 1987

Holiday Travel - Colorado Springs, Colorado
Sales, Customer Service

International Experience:

1984 - 1985	Icelandair - Frankfurt/Main, Germany Sales, Customer Service
1983 - 1984	Berkhamsted School for Girls - Berkhamsted, Great Britain German Language Instructor

Consulting Projects:

2000	Founded the “Friends of the Russellville Animal Shelter,” Arkansas <ul style="list-style-type: none">• The nonprofit organization is to assist the local animal shelter in creating awareness about the homeless pet problem, educating about pet care and safety issues, placing pets for adoption and foster care, and developing fund-raising campaigns.• The nonprofit organization is also to become a permanent fixture to the University and will afford students the opportunity to apply the theories learned in the classroom.• Several departments around campus have and will use this organization to teach students how to manage and market such an entity.
1999/2000	Department of Human Services/First Connections - Clarksville, Arkansas <ul style="list-style-type: none">• Guided the creation of a brochure, a growth-chart, a poster and an annual planner for the Arkansas Infant and Toddler Program.• These educational materials will be given to all mothers of newborns who deliver their babies in Arkansas hospitals.• All four pieces will display the logo of Arkansas Tech University.
1999	Area Agency of Aging of West-Central Arkansas - Russellville, Arkansas <ul style="list-style-type: none">• Moderated a series of focus groups to gain insights on whether a name change of the agency would be desirable.• Designed a mail survey to assess community awareness and aid in the choice of a new name for the agency.
1998	Positive Systems, Inc. - Austin, Texas <ul style="list-style-type: none">• Developed online self-study courses for CPAs.
1997	Al Akhawayn University - Ifrane, Morocco <ul style="list-style-type: none">• Participated in the development/teaching of a seminar on “Strategic Management Issues” for the Moroccan Ministry of Finance.

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- 1993-1996 Decision Support Systems - Arlington, Texas
- Independent consultant responsible for data analyses and development of final reports and presentations.
- 1992 Mediq Inc. - Arlington, Texas
- Determined the locations of MRIs used by hospitals, clinics, and imaging centers and the interest of the respective owners in a third-party service provider.
 - Achieved a response rate of about 96 percent.
 - Was involved in business analyses and development of business proposals.
- 1992 Bowen Road Animal Clinic - Arlington, Texas
- Conducted situation analysis and developed a proposal targeted at the reduction of problems experienced by the clinic.