

# Brad D. Carlson

Professor of Marketing ■ The James J. Pierson Endowed Chair in Marketing  
Richard A. Chaifetz School of Business ■ [brad.carlson@slu.edu](mailto:brad.carlson@slu.edu)

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Saint Louis University  
3674 Lindell Boulevard  
St. Louis, MO 63108  
Ph: 314-977-3894

## EDUCATION

<b>DOCTOR OF PHILOSOPHY</b>	Business Administration (2005) Spears School of Business Oklahoma State University Dissertation: Brand-based Community: The Role of Identification in Developing a Sense of Community among Brand Users
<b>MASTER OF ARTS</b>	Media Communications (2001) – <i>with Distinction</i> Webster University
<b>BACHELOR OF ARTS</b>	Psychology (2000) – <i>Magna Cum Laude</i> Webster University

## ACADEMIC POSITIONS

<b>SAINT LOUIS UNIVERSITY</b>	The James J. Pierson Endowed Chair in Marketing (July 2019 – Present) Professor of Marketing (July 2019 – Present) Director, PhD Program in IB and Marketing (May 2016 – June 2021) Associate Professor of Marketing (July 2013 – June 2019) Assistant Professor of Marketing (June 2008 – June 2013)
<b>TEXAS TECH UNIVERSITY</b>	Assistant Professor of Marketing (August 2005 – May 2008)
<b>OKLAHOMA STATE UNIVERSITY</b>	Marketing Instructor (August 2001-May 2005) Research Assistant (August 2001-May 2005)

## RESEARCH

<b>INTERESTS</b>	Brand-Based Community, Consumer-Brand Identification, Frontline Employee and Customer Interface, Personality Traits and Consumer Behaviors, Branding, Celebrity Endorsements
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**REFEREED  
JOURNAL  
PUBLICATIONS**

Johnson, Clark D., Brittney C. Bauer and Brad D. Carlson, (Forthcoming) "Constituency Building: Determining Consumers' Willingness to Participate in Corporate Political Activities," *International Journal of Research in Marketing*.  
<https://doi.org/10.1016/j.ijresmar.2021.06.004>

Rong, Weidong, Mark J. Arnold, and Brad D. Carlson, (Forthcoming) "Brand Outcomes in Sales Channel Relationships: A Guanxi Theory Perspective," *Journal of Business and Industrial Marketing*.

Carlson, Brad D., D. Todd Donavan, George Deitz, Brittney C. Bauer, and Vishal Lala, (2020) "A Customer-Focused Approach to Improve Celebrity Endorser Effectiveness," *Journal of Business Research*, 109, 221-235.  
(5-year JCR impact factor: 4.747)

Atefi, Yashar, Michael Ahearne, James G. Maxham III, D. Todd Donavan, and Brad D. Carlson, (2018), "Does Selective Sales Force Training Work?" *Journal of Marketing Research*, 55 (5), 722-737. \*\**Financial Times Top 50 Journal* (5-year JCR impact factor: 5.310)  
**Winner of the 2019 AMA Sales SIG Excellence in Research Award**

Chang, Yonghwan, Yong Jae Ko, and Brad D. Carlson, (2018), "Implicit and Explicit Affective Evaluations of Athlete Brands: The Associative Evaluation-Emotional Appraisal-Intention (AEI) Model of Athlete Endorsements," *Journal of Sport Management*, 32 (6), 497-510.

Harmeling, Colleen M., Jordan Moffitt, Mark J. Arnold, and Brad D. Carlson, (2017), "Toward a Theory of Customer Engagement Marketing," *Journal of the Academy of Marketing Science*, 45 (3), 312-335.  
\*\**Financial Times Top 50 Journal* (5-year JCR impact factor: 9.505)

Carlson, Brad D. and D. Todd Donavan, (2017), "Be Like Mike: The Role of Social Identification in Athlete Endorsements," *Sport Marketing Quarterly*, 26 (3): 176-191.

Zablah, Alex, Brad D. Carlson, Todd D. Donavan, James G. Maxham III, and Tom J. Brown, (2016), "A Cross-Lagged Test of the Association between Customer Satisfaction and Employee Job Satisfaction in a Relational Context," *Journal of Applied Psychology*, 101 (5): 743-755.  
\*\**Financial Times Top 50 Journal* (5-year JCR impact factor: 6.890)  
\*\**Featured in the Baylor University Keller Center Research Report*  
(<https://www.baylor.edu/business/kellercenter/news.php?action=story&story=188548>)

Carlson, Brad D. and D. Todd Donavan, (2013), "Human Brands in Sport: Athlete Brand Personality and Identification," *Journal of Sport Management*, 27 (3), 193-206.

Lehnert, Kevin, Brian Till, and Brad D. Carlson, (2013), "Advertising Creativity and Repetition: Recall, Wearout, and Wearin Effects," *International Journal of Advertising*, 32 (2), 211-231.

*\*\*Best Paper to appear in International Journal of Advertising for 2013*

Carlson, Brad D., Gary L. Frankwick, and Kevin J. Cumiskey, (2011), "A Comprehensive Framework for Understanding New Product Alliance Success," *Journal of Marketing Theory and Practice*, 19 (1): 7-25.

*\*\* Lead Article*

Carlson, Brad D., John C. Mowen, and Xiang Fang, (2009), "Trait Superstition: Investigating Its Antecedents and Consumer Behavior Outcomes," *Psychology & Marketing*, 26 (8): 689-713.

*\*\* Lead Article*

Carlson, Brad D., D. Todd Donovan and Kevin J. Cumiskey, (2009), "Consumer-Brand Relationships in Sport: Brand Personality and Identification," *International Journal of Retail and Distribution Management*, 37 (4), 370-384.

Carlson, Brad D. and Margaret A. White, (2008), "Enhancing Stimulus Integration in a Consumer Information Processing System: A Theoretical Foundation," *Marketing Management Journal*, 18 (2), 155-168.

Carlson, Brad D. and D. Todd Donovan, (2008), "Concerning the Effect of Athlete Endorsements on Brand and Team Related Intentions," *Sport Marketing Quarterly*, 17 (3), 154-162.

Carlson, Brad D., Tracy A. Suter and Tom J. Brown, (2008), "Social versus Psychological Brand Community: The Role of Sense of Brand Community," *Journal of Business Research*, 61 (4), 284-291.

Donovan, D. Todd, Brad D. Carlson, and Mickey Zimmerman (2005), "The Influence of Personality Traits on Sports Fan Identification," *Sport Marketing Quarterly*, 14 (1), 31-42.

Mowen, John C. and Brad Carlson (2003), "Exploring the Antecedents and Consumer Behavior Consequences of the Trait of Superstition," *Psychology & Marketing*, 20 (12), 1045-1065.

**MANUSCRIPTS  
IN PROCESS**

Brand Community Membership and Commitment - under 1<sup>st</sup> review

Customer Orientation and Fit - under 2<sup>nd</sup> revision

Authenticity and Frontline Employees - under 1<sup>st</sup> review

Endorser Message Matching - under 2<sup>nd</sup> review

**BOOKS** Michael R. Solomon, Greg W. Marshall, and Elnora W. Stuart (11<sup>th</sup> Edition),  
Marketing: Real People, Real Choices. Contributing author.

Donavan, D. Todd and Brad D. Carlson (Eds.) (2009), Cases in Sports  
Marketing, Dubuque: Kendall/Hunt Publishing Company.

**CONFERENCE  
PRESENTATIONS,  
PROCEEDINGS &  
ABSTRACTS**

Bauer, Brittney, Brad D. Carlson, Mark Arnold, and Clark Johnson (2021),  
“Divergence in Brand Community Membership: The Multiple Roles of Social  
Distance and Commitment,” American Marketing Association Winter  
Academic Conference, Virtual, February.

Li, Xixi, Chuandi Jiang, and Brad D. Carlson (2020), “The Emergence of  
Consumer Xenocentrism: The Role of Disidentification,” Academy of  
International Business U.S. Southeast Conference, Virtual, October.

Racat, Margot, Mathieu Kacha, Sonia Capelli and Brad Carlson (2020),  
“Similarity: A Conceptual Clarification and Examination of the Influence on  
Cognitive Processes from a Grounded Perspective,” Academy of Marketing  
Science Annual Conference, Coral Gables, Florida, December.

Bauer, Brittney, Brad D. Carlson, and Mark Arnold (2020), “The Dark Side of  
Brand Community Membership: Are Members Bound to the Brand or the Brand  
Tribe?” Academy of Marketing Science Annual Conference, Coral Gables,  
Florida, December.

Sim, Woojong, Nicolas Jankuhn and Brad Carlson (2020), “Effects of Different  
Types of Endorser in Social Media: Structured Abstract,” Academy of  
Marketing Science Annual Conference, Coral Gables, Florida, December.

Mollah, Muhammad, Saim Kashmiri and Brad Carlson (2020), “Innovation for  
Economically Disadvantaged Customers and Shareholder Value: Exploring the  
Role of Marketing, Corporate Governance, and Corporate Citizenship,”  
Academy of Marketing Science Annual Conference, Coral Gables, Florida,  
December.

Janda, Swinder, D. Todd Donovan, and Brad Carlson (2020), “The Hate You  
Create for Competing Brands: Amplifying Effect of Perceived Brand  
Authenticity,” 27th Recent Advances in Retailing and Consumer Science  
Conference, Baveno, Italy, July.

Bauer, Brittney, Brad D. Carlson, Clark Johnson, and Mark Arnold (2019),  
“Amiable or Able? Matching Ad Messaging to Endorsers Stereotypes,”  
Academy of Marketing Science Annual Conference, Vancouver, British  
Columbia, May.

Johnson, Clark, Brittney Bauer and Brad D. Carlson (2018), "Constituency Building: Determining Consumers' Willingness to Participate in Corporate Political Activities," Academy of International Business Annual Meeting, Minneapolis, Minnesota, June.

Bauer, Brittney and Brad D. Carlson (2017), "Do Friendly Ads Need Friendly Endorsers? Matching Cultural Values and Social Judgments," American Marketing Association Summer Educator's Conference, San Francisco, California, August.

Donavan, Todd D., Swinder Janda, and Brad Carlson (2016), "The Positive Effect of Brand Identification (ID) on Consumer Spending: Diminishing Returns over Time?" European Institute for Retail and Service Studies Annual Conference, Edinburgh, Scotland, July.

Atefi, Yashar, Michael Ahearne, James G. Maxham III, Brad D. Carlson, and D. Todd Donovan, (2015), "Training Spillover among Competing Salespeople," 5th Biennial Enhancing Sales Force Productivity Conference, Atlanta, GA, June.

Atefi, Yashar, Michael Ahearne, Brad D. Carlson, D. Todd Donovan, and James G. Maxham III, (2015), "The Spillover of Training among Competing Salespeople," American Marketing Association Winter Educator's Conference, San Antonio, TX, February.

Harmeling, Colleen and Brad D. Carlson (2014), "Sports Sponsorship Effectiveness: The Impact of Transformational Consumption Experiences," Academy of Marketing Science Annual Conference, Indianapolis, Indiana, May. *Winner of the Excellence in Sports Marketing Research Award*

Randrianasolo, Arilova and Brad D. Carlson (2014), "The Effects of Personality Traits on Social Media Involvement and Electronic Word of Mouth," Academy of Marketing Science Annual Conference, Indianapolis, Indiana, May.

Lala, Vishal, and Brad D. Carlson (2012), "What Makes Happy Customers Say Good Things about Your Brand? An Investigation of the Drivers of Consumer Generated Content Following a Positive Customer Experience," DMEF Direct/Interactive Marketing Research Summit, Las Vegas, Nevada, October.

Lala, Vishal, and Brad D. Carlson (2012), "Let Me Tell You! When Consumers Talk Bad about Brands," DMEF Direct/Interactive Marketing Research Summit, Las Vegas, Nevada, October.

Carlson, Brad, D. Todd Donovan, Kevin J. Cumiskey, and George Deitz (2012), "Athlete Identification and Brand Personality States," Academy of Marketing Science Annual Conference, New Orleans, Louisiana, May.

Deitz, George, Brad D. Carlson, D. Todd Donovan, and John Hansen (2011), "'A Multilevel Examination of the Effects of Service Climate upon Retail Store Performance," American Marketing Association Summer Educator's Conference, San Francisco, California, August.

Lehnert, Kevin, Brian Till, and Brad D. Carlson (2011), "Creativity and Repetition: Consumer Recall and Wearout," American Marketing Association Summer Educator's Conference, San Francisco, California, August.

Kalliny, Morris, Angela Hausman, Anshu Saran, and Brad D. Carlson (2011), "The Impact of Cultural and Religious Animosity on Product Evaluations," American Marketing Association Summer Educator's Conference, San Francisco, California, August.

Tugut, Meltem, Mark J. Arnold, and Brad D. Carlson (2011), "Consumer Choice between Hedonic and Utilitarian Recovery Options in Service Failures: A Mood Regulation Perspective," Academy of Marketing Science Annual Conference, Coral Gables, Florida, May.

Tolmie, Carri R. and Brad D. Carlson (2011), "Mitigating the Influence of Negative Corporate Social Responsibility Associations: The Moderating Role of Consumer-Company Identification," Marketing Management Association Spring Conference, Chicago, Illinois, March.

Coble, Kyle and Brad D. Carlson (2011), "Motivations for Travel for Work, Enrichment and Leisure Consumption: Using Theory to Understand Willingness to Expatriate, Study Abroad, and Vacation Internationally," Marketing Management Association Spring Conference, Chicago, Illinois, March.

Tugut, Meltem, Mark J. Arnold, and Brad D. Carlson (2011), "Resisting One's Temptations: The Influence of Mood Regulation on Consumers' Recovery Choices in Service Failures," American Marketing Association Winter Educator's Conference, Austin, Texas, February.

Carlson, Brad D., D. Todd Donovan, and Swinder Janda (2010), "Brand Personality and Athlete Identification: Predicting Team-Related Consumption Behavior," American Marketing Association Summer Educator's Conference, Boston, Massachusetts, August.

Donavan, Todd D., Brad D. Carlson, and Tom Dewitt (2010), "The Effects of Customer Orientation and Identification on The Service Employee: Commitment and Job Burnout," American Marketing Association Winter Educator's Conference, New Orleans, Louisiana, February.

Carlson, Brad D., D. Todd Donavan, and Swinder Janda (2008), "Consumer-Brand Relationships in Sport: From Brand Personality to Purchase Behaviors," American Marketing Association Summer Educator's Conference, San Diego, California, August.

Carlson, Brad D. (session chair – 2008), "Emerging Perspectives on Consumer Identification, - Special Session," American Marketing Association Winter Educator's Conference, Austin, Texas, February.

Carlson, Brad D., D. Todd Donavan and Kevin J. Cumiskey, (2008), "Celebrity Endorsements, Credibility, and Purchase Intentions: The Mediating Role of Endorser Identification," American Marketing Association Winter Educator's Conference, Austin, Texas, February.

Carlson, Brad D., D. Todd Donavan and Kevin J. Cumiskey. (2007), "Consumer-Brand Relationships in Sport: Brand Personality and Identification," International Conference on Sport and Entertainment Business, Columbia, South Carolina, November.

Donavan, Todd D., Brad D. Carlson and Kevin Cumiskey (2006), "Enhancing Identification through Brand Characteristics and Brand Relationship Strength," Sport Marketing Association Conference, Denver, Colorado, November.

Carlson, Brad D. (2006), as part of "Directions for Future Research in Brand Alliances," AMA Winter Marketing Educator's Conference, St. Petersburg, Florida, February.

Carlson, Brad D. (2005), "The Role of Identification in Developing a Sense of Community among Brand Users," Brand Alliance Research Conference, (Abstract), Oklahoma State University, April.

Donavan, D. Todd and Brad Carlson (2004), "Personality Influences on Need for Affiliation and Identification," Corporate Identity / Associations Research Group Conference, (Abstract), University of Southern California, April.

Carlson, Brad and Gary L. Frankwick (2004), "The Role of Market Orientation in New Product Alliances: Model development," AMA Winter Marketing Educator's Conference, (Abstract), Scottsdale, Arizona, February.

Carlson, Brad and Margaret A. White, (2004), "Information Integration and Filtration: An Examination of Information Integration Theory and Information Overload," 15th Annual OSU Research Symposium, (Abstract), Oklahoma State University, April.

Mowen, John and Brad Carlson (2003), "Exploring the Antecedents and Consumer Behavior Consequences of the Trait of Superstition," Society for Consumer Psychology Winter Conference, (Abstract), New Orleans, Louisiana, February.

Donavan, D. Todd and Brad Carlson (2003), "Personality Influences on Need for Affiliation and Identification," (Abstract), Sports Marketing Association Conference, Gainesville, Florida, November.

Larson, Brian, Gary L. Frankwick and Brad Carlson (2001), "The Effect of Retail Sales Training on Performance," (Abstract), The Association of Marketing Theory and Practice Conference, Jekyll Island, Georgia, May.

**INVITED PRESENTATIONS** Donavan, D. Todd, Brad D. Carlson, Sharon E. Beatty, and Swinder Janda (2019), "When Customer Orientation Fails: The Influence of Firm CO and Job Misfit," Organizational Frontline Research Symposium, Austin, Texas, February.

"The Multiple Roles of Commitment in Brand Community: Is Commitment a Double-Edged Sword?" presented at University of Missouri - St. Louis' Spring Seminar Series, 2010

## TEACHING

**INTERESTS** Consumer Behavior, Marketing Management, Integrated Marketing Communications, Sports Marketing, Marketing Theory

**LEVELS OF INSTRUCTION** Undergraduate  
Part-time MBA  
Full-time MBA  
Executive Master's  
Doctoral

**COURSES TAUGHT** Biz 1000 (freshman intro to business) – undergraduate  
Principles of Marketing – undergraduate  
Integrated Marketing Communications – undergraduate  
Campaign Development – undergraduate  
Sports Marketing – undergraduate  
Buyer Behavior – undergraduate  
Marketing Strategy – graduate  
Hong Kong Study Abroad – graduate  
Marketing Skills – executive graduate  
Consumer Analysis/Buyer Behavior – graduate  
Social Media and Digital Marketing – graduate  
Seminar in Marketing Theory – doctoral



## LEADERSHIP AND SERVICE

### DOCTORAL PROGRAM IN INTERNATIONAL BUSINESS AND MARKETING

#### **Director, PhD Program in Marketing (May 2016 – May 2021)**

Richard A. Chaifetz School of Business, Saint Louis University

#### Primary accomplishments:

- Modernized doctoral program structure and requirements to enhance student learning outcomes and job competitiveness
- Developed a Program Handbook to outline and clearly communicate all aspects, requirements, and expectations of the PhD program
- Crafted guidelines in support of PhD program milestones to clarify requirements, and to establish student, faculty and doctoral coordinator responsibilities
- Created rubrics for evaluating student performance on all major milestones in the program
- Updated PhD program curriculum (including the addition of supporting areas and a seminar in Marketing Strategy) based on benchmarking of peer and aspirational programs
- Formalized annual student evaluation process
- Reinforced SLU's emphasis on teaching by implementing a requirement that all PhD students complete the Certificate in University Teaching
- Strengthened requirements of the program to include higher academic standards for performance in concentration area seminars (3.3 required GPA in marketing and IB seminars; previously 3.0)
- Revised program communication materials in support of recruitment efforts
- Initiated a Brown Bag Series for PhD students and faculty to engage in plenary sessions related to topics relevant to students
- Had students selected to attend both the AMA Sheth Doctoral Consortium and the AMS Doctoral Consortium
- Worked with alumni of the program to create a PhD Alumni Travel Fellowship

#### Ongoing responsibilities as PhD director:

- Monitoring program performance and implementing improvements to achieve strategic objectives
- Creating and refining operating processes in support of program objectives
- Leading student recruitment process and socializing students into the program
- Advising and supporting students from one program milestone to the next
- Managing annual student evaluation process
- Facilitating working relationship between students and program faculty

**DEPARTMENTAL  
& COLLEGE  
SERVICE**

Member, Chaifetz School of Business Executive Committee (2020-Present)  
Richard A. Chaifetz School of Business, Saint Louis University

Faculty Representative, Board of Trustees University Marketing and Branding  
Committee (2017-Present)  
Richard A. Chaifetz School of Business, Saint Louis University

Member, Rank & Tenure Committee (2021-2022)  
Richard A. Chaifetz School of Business, Saint Louis University

Faculty Advisor, Club Basketball (2018-Present)  
Saint Louis University

Chair, PhD Steering Committee (2016-2021)  
Richard A. Chaifetz School of Business, Saint Louis University

Member, Chaifetz School of Business Strategy Task Force (2018-2021)  
Richard A. Chaifetz School of Business, Saint Louis University

Member, Rank & Tenure Committee (2013-2017)  
Richard A. Chaifetz School of Business, Saint Louis University

Member, Sport Business Steering Committee (2008-2017)  
Richard A. Chaifetz School of Business, Saint Louis University

Member, Undergrad Program Task Force (2015-2017)  
Richard A. Chaifetz School of Business, Saint Louis University

Member, PhD Steering Committee (2008-2015)  
Richard A. Chaifetz School of Business, Saint Louis University

Member, Faculty Recruiting Committee (2015)  
Richard A. Chaifetz School of Business, Saint Louis University

Member, Faculty Qualifications & Engagement Task Force (2014-2015)  
Richard A. Chaifetz School of Business, Saint Louis University

Chair, Professional Selling and Sales Management Task Force (2013-2014)  
Richard A. Chaifetz School of Business, Saint Louis University

Member, Assessment Committee (2009-2013)  
Richard A. Chaifetz School of Business, Saint Louis University

Member, Enrollment Task Force (2011-2012)  
Richard A. Chaifetz School of Business, Saint Louis University

Member, Faculty Recruiting Committee (2009)

Richard A. Chaifetz School of Business, Saint Louis University

Member, Faculty Recruiting Committee (2008)  
Richard A. Chaifetz School of Business, Saint Louis University

Undergraduate Coordinator (2007–2008)  
Rawls College of Business, Texas Tech University

Member, Undergraduate Committee (2007–2008)  
Rawls College of Business, Texas Tech University

Member, Technology Committee (2006–2008)  
Rawls College of Business, Texas Tech University

Member, Journals Task Force (2006)  
Rawls College of Business, Texas Tech University

Member, Learning Goals and Assessment Committee (2005-2006)  
Rawls College of Business, Texas Tech University

Member, Textbook Committee (2005-2006)  
Rawls College of Business, Texas Tech University

**PROFESSIONAL  
ASSOCIATIONS  
& CONFERENCE  
LEADERSHIP  
ACTIVITIES**

President-Elect, Academy of Marketing Science (2020-present)

Vice President for Programs, Academy of Marketing Science (2018-2020)

Co-chair of the Academy of Marketing Science Doctoral Consortium (2017)

Co-chair of the Academy of Marketing Science Doctoral Consortium (2016)

Co-chair of the Services Marketing Track (2017)  
Academy of Marketing Science Annual Conference

Associate Director of Programs, Academy of Marketing Science (2014-2016)

Co-chair of the Academy of Marketing Science Annual Conference (2014)

Session Chair (2013)  
American Marketing Association Winter Educator's Conference

Faculty Mentor (2013)  
American Marketing Association DOCSIG PhD Student Networking Event

Session Chair (2013)  
Academy of Marketing Science Annual Conference

Co-chair of the Sports Marketing Track (2012)  
American Marketing Association Summer Educator's Conference

Session Chair (2011)  
American Marketing Association Summer Educator's Conference

Session Chair (2010)  
American Marketing Association Winter Educator's Conference

Organizer & Chair, Special Session on Consumer-Company Identification (2008)  
American Marketing Association Winter Educator's Conference

**PROMOTION &  
TENURE  
EXTERNAL  
REFERREE**

University of Texas El Paso (2015)  
Northern Kentucky University (2015)

**AD HOC  
REVIEWING**

*Journal of the Academy of Marketing Science*  
*Journal of Advertising*  
*Journal of Retailing*  
*Journal of Business Research*  
*Journal of Marketing Theory and Practice*  
*Journal of International Marketing*  
*Journal of Consumer Behaviour*  
*Journal of Brand Management*  
*Journal of Product and Brand Management*  
*Journal of Sport Management*  
*European Journal of Marketing*  
*European Journal of Personality*  
*International Journal of Research in Marketing*  
*International Journal of Retail and Distribution Management*  
*International Journal of Sports Marketing and Sponsorship*  
*Sport Management Review*  
*Service Industries Journal*  
Academy of Marketing Science Annual Conference  
AMS World Marketing Congress  
AMA Winter Educators' Conference  
AMA Summer Educators' Conference  
Society of Marketing Advances Conference

**OTHER  
SERVICE  
ACTIVITIES**

Judge, Future Business Leaders of America District Leadership Conference (2019)

Rockwood School District Panel - Preparing Students for Success in the

Workplace and in College (2017)

Rockwood School District Business Advisory Committee (2011–Present)

Rockwood School District Business Curriculum Steering Committee (2011–Present)

Rockwood School District Business Curriculum Writing Committee (2011–Present)

Judge, Society for Marketing Advances Dissertation Proposal Competition (2018)

Judge, Society for Marketing Advances Dissertation Proposal Competition (2017)

Judge, Society for Marketing Advances Dissertation Proposal Competition (2016)

Judge, Society for Marketing Advances Dissertation Proposal Competition (2015)

Judge, Society for Marketing Advances Dissertation Proposal Competition (2014)

Judge, Society for Marketing Advances Dissertation Proposal Competition (2013)

Judge, Society for Marketing Advances Dissertation Proposal Competition (2012)

**SERVICE ON  
DISSERTATION  
COMMITTEES**

Clark Johnson, Committee Member (2017-2020)

Brittney Bauer, Co-chair (2017-2019)

Arilova Randrianasolo, Committee Member (2013-2015)

Maggie Matear (Queen’s University), Committee Member (2013-2014)

Colleen Harmeling, Committee Member (2012-2014)

Weidong Rong, Committee Member (2011-2013)

Meltem Tugut, Committee Member (2010-2014)

Serkan Yalcin, Committee Member (2009-2011)

Kevin Lehnert, Committee Member (2008-2010)

**HONORS**

**AWARDS &  
RECOGNITION**

2020 Fr. Thomas M. Knapp S.J. Distinguished Faculty Member Award

2019 Excellence in Research Award, American Marketing Association Sales Special Interest Group

2019 Chaifetz School of Business Diamond Publication Research Awards (two

awards in 2019)

2017 Academy of Marketing Science Faculty Consortium Fellow

2016 Academy of Marketing Science Faculty Consortium Fellow

2014 Excellence in Sports Marketing Research Award (sponsored by Sport Marketing Quarterly), Academy of Marketing Science Annual Conference

2014 Cook School Transformative Teaching Fellowship

2014 Cook School Summer Research Grant

2013 Best Paper to Appear in *International Journal of Advertising*

2013 JCSB Graduate Business Professor of the Year

2013 Cook School Summer Research Grant

2012 SLU Professor Who Inspires Excellence in the Classroom, Dept. of Athletics Straight-A Luncheon.

2012 Cook School Summer Research Grant

2011 Cook School Summer Research Grant

2010 John Cook School of Business Service Award

2004 AMA – Sheth Doctoral Consortium Fellow

2003 Mittelstaedt Symposium Fellow

2003 College of Business Administration Outstanding Graduate Teaching Associate (Oklahoma State University)

2001-2002 Tolbert Dean’s Endowed Scholarship

2000 Psi Chi International Honor Society in Psychology

2000 Omicron Delta Kappa National Leadership Honor Society

2000 AAF Advertising Competition (Webster University)

1999 NCAA Scholar-Athlete Award, Varsity Basketball

1996-1999 SLIAC (St. Louis Intercollegiate Athletic Conference) Academic All-Conference Team, Varsity Basketball

1997 SLIAC All-Conference Team, Varsity Basketball

## MISCELLANEOUS

### PROFESSIONAL ASSOCIATIONS

Academy of Marketing Science  
American Marketing Association  
Society for Marketing Advances