

KARIN BRAUNSBERGER

Professor of Entrepreneurship
University of South Florida St. Petersburg
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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**

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August 2011 – May 2016

Professor of Marketing

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 In[(e)ln(f)-1 Sen[(e)ln(f)

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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)

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

Apoe -)C dn(1-Independent Rate) versus Trained Ver(n2 -R0 [4) f Problem-1 ij(n)-l (t)3DC -)2lerhredtaEP30n(t)ITGfE

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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),

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.

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:

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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