

## **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:**

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

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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

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**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