
KARIN BRAUNSBERGER

Bank of America Endowed Professor in Business for 2007-2008
Associate Professor of Marketing
University of South Florida St. Petersburg
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updated: 2-14-2008

Education:

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 2005 – present	Associate Professor of Marketing University of South Florida St. Petersburg (AACSB) College of Business Administration St. Petersburg, FL
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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:

Braunsberger, Karin and Roger Gates (forthcoming), “Developing Inventories for Satisfaction and Likert Scales in a Service Environment,” *Journal of Services Marketing*.

Braunsberger, Karin, R. Brian Buckler and Michael Luckett (forthcoming), “Dimensions of Total Product Knowledge in Hospital Environments,” *Journal of Services 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 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.

Submissions:

R. Brian Buckler and Karin Braunsberger (submitted to the *Journal of Psychology and Marketing*), Another Type of "Secret" Shopping? The Effects of Presence of Others on Compulsive Buying."

Braunsberger, Karin and R. Brian Buckler (submitted to the *Journal of Public Policy and Marketing*, "Consumers on a Mission to Force a Change in Public Policy: A Qualitative Study of the Ongoing Canadian Seafood Boycott."

Research in Progress:

Braunsberger, Karin, R. Brian Buckler and David J. Ortinau (final writing stage, to be submitted to the *International Journal of Research in Marketing*), "Empirical Investigation of Data Quality and Validity of Cognitive Valence and Content of Thoughts: Trained Independent Raters versus Trained Original Respondents."

Braunsberger, Karin and Michael Lockett (final writing stage, to be submitted to the *Journal of Business Research*), "Ethics Revisited: What Makes an Ethical Person?"

Braunsberger, Karin, George Zinkhan and Philip Trocchia (final writing stage, to be submitted to the *Journal of Consumer Research*), "A New Theory of Extreme-Risk Consumption."

Published Textbook Supplements:

Braunsberger, Karin and Michaelle Cameron (2000), "The Classification of Retail Outlets," in *Great Ideas for Teaching Marketing*, 5th ed., Joseph F. Hair, Jr. (ed.), Cincinnati, OH: South-Western College Publishing, 23.

Cameron, Michaelle and Karin Braunsberger (2000), "Exercises That Facilitate the Development of a Marketing Plan," in *Great Ideas for Teaching Marketing*, 5th ed., Joseph F. Hair, Jr. (ed.), Cincinnati, OH: South-Western College Publishing, 89-98.

Cameron, Michaelle and Karin Braunsberger (2000), "Responding to the External Environment," in *Great Ideas for Teaching Marketing*, 5th ed., Joseph F. Hair, Jr. (ed.), Cincinnati, OH: South-Western College Publishing, 132.

Cameron, Michaelle and Karin Braunsberger (2000), "Teaching With Videos" in *Great Ideas for Teaching Marketing*, 5th ed., Joseph F. Hair, Jr. (ed.), Cincinnati, OH: South-Western College Publishing, 138.

Published Conference Proceedings (Refereed):

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

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.

Braunsberger, Karin (2002), "Founding Your Own Nonprofit Organization as a Teaching Tool," *Academy of Marketing Science Conference 2002* – abstract only, 119.

Braunsberger, Karin and Roger Gates (2002), "Mail Surveys: A Closer Look at Nonresponse Rates," *Academy of Marketing Science Conference 2002* – abstract only, 139.

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.

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.

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.

Cameron, Michaelle 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.

Braunsberger-Messer, Karin and Michaelle 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.

Cameron, Michaelle 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.

Presentations:

Braunsberger, Karin and R. Brian Buckler (forthcoming), "Consumers on a Mission: A Qualitative Study of an Ongoing Consumer Boycott," *Academy of Marketing Science Conference 2008*.

Buckler, R. Brian and Karin Braunsberger (forthcoming), "Another Type of 'Secret' Shopping? The Effects of Presence of Others on Compulsive Buying," *Academy of Marketing Science Conference 2008*.

Luckett, Michael and Karin Braunsberger (forthcoming), "Ethics Revisited: What Makes an Ethical Person?" *Academy of Marketing Science Conference 2008*.

Trocchia, Philip, George M. Zinkhan and Karin Braunsberger (forthcoming), "A Comprehensive View of High- and Extreme-Risk Consumption: The HERC Model," *Academy of Marketing Science Conference 2008*.

Ortinou, 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*.

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

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

Braunsberger, Karin, Laurie A. Lucas, David Roach and Michael Luckett (2003), "The Effectiveness of Credit Card Regulations for Vulnerable Consumers," *Academy of Marketing Science Conference 2003*.

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

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

Hazra, Tushar K. and Karin Braunsberger (2001), "Establishing Strategies for Electronic Businesses: A Technological Perspective," *Academy of Marketing Science Conference 2001*.

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' Conference* (Summer).

Yew, Bee and Karin Braunsberger (July 2000), "Data Mining Models and Data Preparation," *4th World Multiconference on Systemics, Cybernetics and Informatics (SCI2000) and the 6th International Conference on Information Systems Analysis and Synthesis (ISAS2000)*.

Braunsberger, Karin (Spring 1999), "Teaching Marketing and Business Ethics," *Academy of Marketing Science Conference 1999*.

Cameron, Michaelle, Julie Baker, Mark Peterson and Karin Braunsberger (Summer 1998), "The Effects of Music on Consumer Perceptions of Waiting Time," *AMA's Summer Educators' Conference*.

Service:

1. Editorial Review Boards

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

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

2. Journal and Conference Reviews

Reviewer for *The Journal of the Academy of Marketing Science (JAMS)*, *The Journal of Business Research (JBR)*, *The Journal of Market-Focused Management*, *Advances in Consumer Research (ACR)*, the *American Marketing Association's Conferences* and the *Academy of Marketing Science Conferences*.

3. Service at National and International Conferences

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:

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| 2007 | University of South Florida St. Petersburg
<i>Award of the Bank of America Endowed Professor in Business for 2007-2008</i> |
| 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.

Executive Development:

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.

Book Reviews:

Lehman, Don and Russ Winer (1994), *Product Management*. Burr Ridge, IL: Irwin.

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

- 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
- 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
- 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
- Developed online self-study courses for CPAs.
- 1997 Al Akhawayn University - Ifrane, Morocco
- Participated in the development/teaching of a seminar on “Strategic Management Issues” for the Moroccan Ministry of Finance.
- 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.