

Brittney C. Bauer, Ph.D.

Assistant Professor of Marketing § Chase Minority Entrepreneurship Distinguished Professor § bcbauer@loyno.edu



Loyola University New Orleans
College of Business
6363 St. Charles Avenue, Box 15
New Orleans, LA 70118
Phone: 417-827-6209

----- EDUCATION -----

- DOCTOR OF PHILOSOPHY** Marketing & International Business (May, 2019)
Richard A. Chaifetz School of Business
Saint Louis University
Graduate Minor in Research Methodology (May, 2017)
Certificate in University Teaching Skills (May, 2017)
Dissertation: Divergence in Brand Community Membership: The Role of Social Distance and Competing Construals (April, 2019)
- MASTER OF ARTS** International Masters of Business Administration (May, 2012)
University of Denver
- BACHELOR OF ARTS** Business Administration (May, 2010) – *Summa Cum Laude*
Ball State University

----- ACADEMIC POSITIONS -----

- LOYOLA UNIVERSITY NEW ORLEANS** Assistant Professor of Marketing (August 2019 – Present)
Chase Minority Entrepreneurship Distinguished Professorship
- SAINT LOUIS UNIVERSITY** Marketing Instructor (August 2017 – June 2019)
Research Assistant (August 2015 – June 2019)

----- RESEARCH -----

INTERESTS *Consumer Behavior, Cross-Cultural Consumer Behavior, International Marketing, Psychological Attachments, Social Judgments, Marketing Communications, Consumer-Brand Relationships, Celebrity Endorsements*

~ ~ ~ REFEREED JOURNAL PUBLICATIONS ~ ~ ~

- IJRM 2021** Johnson, C., Bauer, B., & Carlson, B. (Forthcoming 2022). Constituency building: Determining consumers' willingness to participate in corporate political activities. *International Journal of Research in Marketing*, 39.
Rating: A*
- JBR 2021** Johnson, C., Bauer, B., Kelting, K., Jankuhn, N., & Sim, W. (2021). Location, location... mailing location? The impact of address as a signal. *Journal of Business Research*, 128, 326-337.
Rating: A
- AMP 2021** Johnson, C., Bauer, B., & Niederman, F. (2021). The automation of management and business science. *Academy of Management Perspectives*, 35(2), 1-18.
Rating: A
- JBR 2020** Carlson, B., Donavan, T., Deitz, G., Bauer, B., & Lala V. (2020). A customer-focused approach to improve celebrity endorser effectiveness. *Journal of Business Research*, 109, 221-235.
Rating: A
- JRCS 2020** Johnson, C., Bauer B., & Singh, N. (2020). Exploring flow in the mobile interface context. *Journal of Retailing and Consumer Services*, 53.
Rating: A
- NML 2019** Johnson, C., Bauer, B., Ascencio, C., & Kuang, Y. (2019). Priming from the pulpit: Extending regulatory focus theory to faith-based services. *Nonprofit Management & Leadership*, 29(3), 437-447.
Rating: B
- JPBM 2018** Bauer, B. C., Johnson, C. D., & Singh, N. (2018). Place-brand stereotypes: Does stereotype-consistent messaging matter? *Journal of Product & Brand Management*, 27(7), 754-76.
Rating: A
~ ~ ~
- JMPM 2021** Bauer, B. & Baum, N. (2021). Viral marketing in healthcare: The kind of virus you actually want to catch. *Journal of Medical Practice Management*, May/June Issue.
Non-Business Journal
- JMPM 2021** Baum, N. & Bauer, B. (2021). Utilizing Web 2.0 to bridge healthcare communication gaps. *Journal of Medical Practice Management*, Mar/Apr Issue.
Non-Business Journal

~ ~ ~ MANUSCRIPTS UNDER REVIEW ~ ~ ~

- EJM** Bauer, B., Carlson, B., & Johnson, C. "Do friendly ads need friendly endorsers? Matching social judgments & advertising messaging." Third round review (6/14/2021): *European Journal of Marketing*
Rating: A*
- JA** Bauer, B. & Johnson, C. "I thought my idea to use your idea was a great idea: Inadvertent plagiarism in marketing." Second round review (4/29/2021): *Journal of Advertising*.
Rating: A
- IJCS** Bauer, B. & Johnson, C. "When social distancing seems too close: The role of construals and culture." First round review (6/17/2021): *International Journal of Consumer Studies*.
Rating: A
- P&M** Johnson, C., Bauer, B., & Arnold, M. "The effect of brand crises on endorser reputation and endorsement portfolios." First round review (6/19/2021): *International Journal of Advertising*.
Rating: A

~ ~ ~ MANUSCRIPTS IN PROCESS ~ ~ ~

- (JM)** Bauer, B., Carlson, B., & Arnold, M. "The duality of commitment in consumer-brand relationships: Brand versus group attachments." Target: *Journal of Marketing*.
Target Rating: A*
- (JAMS)** Bauer, B. "Appealing to divergent brand community members: Adjusting advertisements to reflect competing construals." Target: *Journal of the Academy of Marketing Science*.
Target Rating: A*
- (JA)** Bauer, B. "Strong versus weak consumer-brand relationships: Does advertising appeal matter?"
Target Rating: A
Target: *Journal of Advertising*.

- (JM) Bauer, B., Johnson, C., & Carlson, B. "Cultural stereotyping of celebrity endorsers: Unexpected gender-based expectations in a modern era." Target: *Journal of Marketing*.
Target Rating: A*
- (P&M) Bauer, B., Carlson, B., & Arnold, M. "Divergence in brand-consumer relationships: The role of competing commitments." Target: *Psychology & Marketing*.
Target Rating: A
- (IMR) Bauer, B. & Johnson, C. "Global rivals partnering in joint advertising... What's the motive?" Target: *International Marketing Review*.
Target Rating: A
- (JIM) Bauer, B. & Johnson, C. "Closer to me: Does spatial or social distance to the brand community actually make a difference?" Target: *Journal of International Marketing*.
Target Rating: A
- (JAP) Kuang, M., Bauer, B., & Johnson, C. "Interpersonal perception, image management, and social acceptance: The moderating effect of cultural intelligence." Target: *Journal of Applied Psychology*.
Target Rating: A*
- (GSJ) Johnson, C., Bauer, B., & Singh, N. "The role of intercultural competencies in global non-market strategy." Target: *Global Strategy Journal*.
Target Rating: A
- (OS) Maertz, C., Johnson, C., & Bauer, B. "The benefits of unbundling commitment, engagement, and embeddedness for understanding turnover and work performance motivations." Target: *Organization Studies*.
Target Rating: A*
- (AMR) Maertz, C., Johnson, C., & Bauer, B. "A new view of work attitudes and attitude change: Networks built from evaluation episodes." Target: *Academy of Management Review*.
Target Rating: A*

~ ~ ~ CONFERENCE PRESENTATIONS ~ ~ ~

SUMMARY:	<u>Marketing Conferences:</u>	<u>International Business Conferences:</u>	<u>Management Conferences:</u>
<i>Conference Attendance</i>	AMASummer: 4 years (2016 – 2018; 2020)	AIB: 5 years (2017 – 2020)	MAM: 2 years (2016; 2018)
	AMAWinter: 1 year (2021)	AIB-SE: 6 years (2016 – 2021)	NABET: 1 year (2016)
	AMS: 4 years (2018 – 2021)	AIB-MW: 1 year (2016)	
	AMS-WMC: 1 Year (2021)		
	ACR: 1 year (2019)		
	SMA: 1 year (2019)		
AIB-SE 2021	Bauer, B., & Johnson, C. (October 2021) "When social distancing seems too close: The role of construals and culture." <i>Virtual</i>		
AIB 2021	Johnson, C., Bauer, B., & Smith, D. (July 2021) "Does abstract processing facilitate effective emotional labor?" <i>Virtual</i>		
AMS-WMC 2021	Johnson, C., Bauer, B. & Arnold, M. (June 2021) "The effect of brand crises on endorser reputation and endorsement portfolios." <i>Virtual</i>		
AMS 2021	Bauer, B. (June 2021) "Consumers versus brand community members: Does advertising appeal matter?" <i>Virtual</i>		
WINTER AMA 2021	Bauer, B., Carlson, B., Arnold, M., & Johnson, C. (February 2021) "Divergence in brand community membership: The multiple roles of social distance & commitment." <i>Virtual</i>		
AMS 2020	Bauer, B., Carlson, B., & Arnold, M. (December 2020) "The dark side of brand community membership: Are members bound to the brand or the brand tribe?" <i>Virtual</i>		

- AIB-SE 2020** Johnson, C., Maertz, C., Arnold, M., & Bauer, B. (October 2020) "Intercultural negotiations: Examining change in processing, attitudes, & intentions by evaluating competing theories."
Virtual
- SUMMER AMA 2020** Bauer, B. (August 2020) "Appealing to divergent brand community members: Adjusting advertisements to reflect competing construals."
Virtual
- AIB-SE 2019** Bauer, B. & Johnson, C. (October 2019) "I thought my idea to use your idea was a great idea: Inadvertent plagiarism as 'innovation'." [Empirical Paper]
San Antonio, TX
- ACR 2019** Johnson, C., Bauer, B., Kelting, K., Jankuhn, N., & Sim, W. (October 2019). "Location, location... mailing location? Postal address is a signal and affects consumers."
Atlanta, GA
- AIB 2019** Bauer, B. & Johnson, C. (June 2019). "Closer to me: Does spatial or social distance to the brand community actually make a difference?"
Copenhagen, Denmark
- AIB 2019** Kuang, Y., Bauer, B., & Johnson, C. (June 2019). "Impression management and social acceptance: The moderating effect of cultural intelligence."
Copenhagen, Denmark
- AMS 2019** Bauer, B., Carlson, B., Johnson, C., & Arnold, M. (May 2019) "Amiable or able? Matching ad messaging to endorser stereotypes."
Vancouver, Canada
- AMS 2019** Johnson, C. & Bauer, B. (May 2019) "I thought my idea to use your idea was a great idea: Inadvertent plagiarism as 'innovation'." [Conceptual Paper]
Vancouver, Canada
- AIB-SE 2018** Johnson, C. & Bauer, B., (November 2018). "Cultural intelligence and interpersonal regulatory fit in intercultural negotiations."
Nashville, TN
- AIB-SE 2018** Johnson, C., Bauer, B., Kelting, K., Jankuhn, N., Sattari, K., & Sim, W. (November 2018). "Are addresses affecting attitudes? The moderating role of consumer nationality."
Nashville, TN
- MAM 2018** Johnson, C., Bauer, B., & Niederman, F. (October 2018). "The automation of social science."
St. Louis, MO
- SUMMER AMA 2018** Bauer, B., Johnson, C., & Arnold, M. (August 2018). "Brand communities & competing construals."
Boston, MA
- SUMMER AMA 2018** Johnson, C., Bauer, B., & Singh, N. (August 2018). "Exploring flow in the mobile interface context."
Boston, MA
- AIB 2018** Bauer, B. & Johnson, C. (June 2018). "Global rivals partnering in joint advertising... What's the motive?"
Minneapolis, MN
- AIB 2018** Johnson, C., Bauer, B., & Carlson, B. (June 2018). "Constituency building: Determining consumers' willingness to participate in corporate political activities."
Minneapolis, MN
- AMS 2018** Johnson, C., Bauer, B., Ascencio, C., & Kuang, Y. (May 2018) "Priming from the pulpit: Extending regulatory focus theory to faith-based services."
New Orleans, LA
- AIB-SE 2017** Bauer, B. & Johnson, C. (October 2017). "Competitors and cooperative advertising: When global rivals team up."
Washington, DC
- AIB-SE 2017** Johnson, C. & Bauer, B. (October 2017). "The role of CQ in CSR localization and social performance."
Washington, DC
- SUMMER AMA 2017** Bauer, B. & Carlson, B. (August 2017). "Do friendly ads need friendly endorsers? Matching cultural values and social judgments."
San Francisco, CA
- AIB 2017** Bauer, B. (July 2017). "Domestic, foreign, and global brands: Does it matter to consumers?"
Dubai, UAE

- AIB-SE 2016** Bauer, B. (November 2016). "The internationalization of innovation: How do we choose where to go?"
Cozumel, Mexico
- NABET 2016** Blewitt, J.C. & Bauer, B. (October 2016). "Cultural explanations for tipping: An examination of Asian tipping in the US."
State College, PA
- MAM 2016** Maertz, C., Johnson, C., & Bauer, B. (October 2016). "Psychological attachment and work performance unbundled: Clarifying two key nomological nets and their intersection."
Fargo, ND
- SUMMER AMA 2016** Bauer, B., Johnson, C., & Singh, N. (August 2016). "Cultural values in advertising: The importance of matching consumer perceptions."
Atlanta, GA
- AIB-MW 2016** Bauer, B. (April 2016). "Location advantages related to innovation: Can cultural values predict innovation levels."
Chicago, IL
- AIB-MW 2016** Bauer, B., Johnson, C., Roy, D., & Ramsey, J. R. (April 2016). "Interpersonal perception, image management, and social acceptance: The moderating effect of cultural intelligence."
Chicago, IL

----- **HONORS** -----

~ ~ ~ **AWARDS & RECOGNITION** ~ ~ ~

- June 2021** 2021 Summer Research Stipend, Loyola University New Orleans, College of Business
- May 2021** 2021 COB Research Grant from Professorship, Loyola University New Orleans
- May 2021** 2020-2021 Outstanding Research Award, Loyola University New Orleans, College of Business
- Apr 2021** Gamma Phi Beta's Strong Woman Award, Loyola University New Orleans
- Oct 2020** All Faculty Consortium Fellow, Academy of International Business – US Southeast Chapter
- July 2020** Best Reviewer Award, Academy of International Business
- June 2020** 2020 Summer Research Stipend, Loyola University New Orleans, College of Business
- May 2020** 2019-2020 Outstanding Research Award, Loyola University New Orleans, College of Business
- Oct 2019** Best Reviewer: International Marketing, Academy of International Business – US Southeast Chapter
- Aug 2019** Chase Minority Entrepreneurship Distinguished Professorship
- Feb 2019** Direct Selling Education Foundation Fellow
- Nov 2018** Best Student Paper Award, Academy of International Business – US Southeast Chapter
- Nov 2018** Invited Presentation Panelist, Academy of International Business – US Southeast Chapter
- July 2018** Best Reviewer Award, Academy of International Business

- July 2018** Inaugural Recipient of the Richard A. Chaifetz School of Business Ph.D. Alumni Travel Fellowship
- May 2018** Doctoral Consortium Fellow, Academy of Marketing Science
- Nov 2017** Best Conference Student Reviewer, Academy of International Business – US Southeast Chapter
- Nov 2016** Doctoral Consortium Fellow, Academy of International Business – US Southeast Chapter
- Aug 2016** CITI Program – Social/Behavioral Research Investigator Certification

----- **TEACHING** -----

INTERESTS *Principles of Marketing, International Marketing, Integrated Marketing Communications, Consumer Behavior, Marketing Research*

DELIVERY MODES *Traditional (i.e., In-Person), Hybrid (i.e., HyFlex), Online (i.e., Synchronous & Asynchronous)*

~ ~ ~ **TEACHING EXPERIENCE** ~ ~ ~

LOYOLA UNIVERSITY NEW ORLEANS *New Orleans, LA* Assistant Professor of Marketing (August 2019 – Present)
*MKT B100—Marketing & Consumer Insights / MKT B280—Principles of Marketing
 MKT B330—International Marketing / INTB B330—International Marketing
 MKT B340—Promotions Management*

SAINT LOUIS UNIVERSITY *St. Louis, MO* Marketing Instructor (August 2017 – June 2019)
MKT3000—Introduction to Marketing Management

ITT TECHNICAL INSTITUTE *Springfield, MO* Adjunct Business Faculty (December 2013 – August 2015)
*BU3315—Quantitative Analysis
 GS1140—Problem Solving Theory
 PM4530—Management of Global Projects
 ES2555—Survey of Economics
 MG4650—Team Leadership
 MA3100—Statistics
 BU3110—Business Negotiations*

----- **LEADERSHIP & SERVICE** -----

~ ~ ~ **DEPARTMENTAL & UNIVERSITY SERVICE** ~ ~ ~

- Jan 2021** AACSB Assessment Scorer, Loyola University New Orleans, College of Business
- Aug 2020** Member, Loyola University New Orleans, Panhellenic Scholarship Review Board

May 2020 - Present Member, Loyola University New Orleans, College of Business Rank & Tenure Committee

Sept 2019 - Present Member, Loyola University New Orleans, Internal Grants Committee

Sept 2019 - Present Faculty Advisor, Loyola University New Orleans, Marketing Majors

Aug 2019 – Present Director, Loyola University New Orleans College of Business Behavioral Lab

Sept 2019 – May 2020 Member, Loyola University New Orleans, Neuroscience Curriculum Development

March 2020 Mentor, Loyola University New Orleans, Marketing Club

April 2016 – June 2019 Senior Ph.D. Student Coordinator, Saint Louis University, Richard A. Chaifetz School of Business Behavioral Lab

~ ~ ~ CONFERENCE LEADERSHIP ~ ~ ~

AIB-SE 2021 Track Chair, Academy of International Business – US Southeast Chapter Conference
Virtual

AIB-SE 2020 Track Chair, Academy of International Business – US Southeast Chapter Conference
Virtual

SUMMER AMA 2020 Session Chair, Summer American Marketing Association Conference
Virtual

SMA 2019 Track Chair, Society for Marketing Advances Annual Conference
New Orleans, LA

AMS 2019 Session Chair, Academy of Marketing Science Annual Conference
Vancouver, Canada

SUMMER AMA 2017 Session Chair, Summer American Marketing Association Conference
San Francisco, CA

AIB-MW 2016 Discussant, Academy of International Business – US Midwest Chapter Conference
Chicago, IL

~ ~ ~ CONFERENCE REVIEWING ~ ~ ~

AIB-SE 2020 Reviewer, Academy of International Business – US Southeast Chapter Conference
Virtual

AMS-WMC 2021 Reviewer, Academy of Marketing Science World Marketing Congress
Brisbane, Australia

AIB 2020 Reviewer, Academy of International Business Annual Meeting
Virtual

AIB-SE 2019 Reviewer, Academy of International Business – US Southeast Chapter Conference
San Antonio, TX

AIB 2019 Reviewer, Academy of International Business Annual Meeting
Copenhagen, Denmark

AMA-GLOBAL 2019 Reviewer, American Marketing Association Global Marketing Special Interest Group
Buenos Aires, Argentina

AMS-WMC 2019 Reviewer, Academy of Marketing Science World Marketing Congress
Edinburgh, Scotland

- AMS 2019** Reviewer, Academy of Marketing Science Annual Conference
Vancouver, Canada
- AIB-SE 2018** Reviewer, Academy of International Business – US Southeast Chapter Conference
Nashville, TN
- AIB 2018** Reviewer, Academy of International Business Annual Meeting
Minneapolis, MN
- AIB-SE 2017** Reviewer, Academy of International Business – US Southeast Chapter Conference
Washington, DC
- SUMMER AMA 2017** Reviewer, Summer American Marketing Association Conference
San Francisco, CA
- AMS 2017** Reviewer, Academy of Marketing Science Annual Conference
San Diego, CA
- AIB 2017** Reviewer, Academy of International Business Annual Meeting
Dubai, UAE
- AIB-SE 2016** Reviewer, Academy of International Business – US Southeast Chapter Conference
Cozumel, Mexico
- MAM 2016** Reviewer, Midwest Academy of Management Annual Conference
Fargo, ND
- SUMMER AMA 2016** Reviewer, Summer American Marketing Association Conference
Atlanta, GA

~ ~ ~ **ACADEMIC REVIEWING** ~ ~ ~

- Mar 2021 – Present** Ad-Hoc Reviewer, *Journal of Marketing Management*
- Jan 2021 – Present** Editorial Review Board Member, *Journal of International Marketing*
- Sept 2020 – Present** Ad-Hoc Reviewer, *European Journal of Marketing*
- June 2020 – Present** Ad-Hoc Reviewer, *Journal of Marketing Education*
- June 2019 – Present** Special Issue Guest Editor, *Journal of Wine Research: “The Communal Consumption Experience: Sharing, Rituals, & Socialization”*
- June 2017 – Present** Editorial Review Board Member, *International Business: Research, Teaching, and Practice*
- Aug 2020 – Dec 2020** Ad-Hoc Reviewer, *Journal of International Marketing*
- April 2017 – May 2018** Ad-Hoc Reviewer, *International Journal of Emerging Markets*

----- **MEDIA MENTIONS** -----

- May 2021** Roberts, Faimon A. (2021, May 21). The sole of fashion: How the pandemic impacted New Orleans' sneaker scene. *The Times-Picayune*. https://www.nola.com/news/business/article_f5b66692-ad10-11eb-9c8f-0722f3059f3f.html.

Excerpt: *The growth of the sneaker market reflects the desire of consumers to purchase luxury items, but ones that align with their values, said Brittney Bauer, an assistant professor of marketing at*

Loyola University. "They want a status symbol that represents them and their values," she said.
"Sneakers are a nice entry point into a luxury market because they are accessible."

----- **PROFESSIONAL ASSOCIATIONS** -----

- June 2019 - Present** Society for Marketing Advances Member
- June 2017 - Present** Academy of Marketing Science Member
- Jan 2016 - Present** American Marketing Association Member (SIG: Global Marketing)
- Jan 2016 - Present** Academy of International Business Member

----- **PROFESSIONAL EXPERIENCE** -----

- MISSOURI WINTER GAMES** Marketing Coordinator (November 2012 – December 2013)
Springfield, MO
- UNIVERSITY OF DENVER** Marketing Coordinator: University of Denver Gymnastics (August 2011 – July 2012)
Denver, CO
- OFANIM** International Consultant for Brand Expansion (August 2011 – February 2012)
Tel Aviv, Israel