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Loyola University New Orleans

College of Business

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----- 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*
- 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

----- RESEARCH -----

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

~ ~ ~ REFEREED JOURNAL PUBLICATIONS ~ ~ ~

- JBR 2020** Carlson, B., Donovan, T., Deitz, G., Bauer, B., & Lala V. (Forthcoming 2020). A customer-focused approach to improve celebrity endorser effectiveness. *Journal of Business Research*, 109, 221-235.
Rating: A
- AMP 2020** Johnson, C., Bauer, B., & Niederman, F. (Forthcoming 2020). The automation of management and business science. *Academy of Management Perspectives*.
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

Baum, N. & Bauer, B. (Forthcoming 2020). Message not received... Utilizing Web 2.0 to bridge healthcare communication gaps. *Journal of Medical Practice Management*.

~ ~ ~ MANUSCRIPTS UNDER REVIEW ~ ~ ~

- IJRM** Johnson, C., Bauer, B., & Carlson, B. "Constituency building: Determining consumers' willingness to participate in corporate political activities." Fourth Round R&R: *International Journal of Research in Marketing*.
Rating: A*
- JM** Bauer, B., Carlson, B., & Arnold, M. "Brand community and the duality of commitment: Building a house of cards." Under Review: *Journal of Marketing*.
Rating: A*
- JA** Bauer, B., Carlson, B., & Johnson, C. "Do friendly ads need friendly endorsers? Matching social judgments & advertising messaging." Under Review: *Journal of Advertising*.
Rating: A
- JBR** Johnson, C., Bauer, B., & Arnold, M. "The effect of brand crises on endorser reputation and endorsement portfolios." Under Review: *Journal of Business Research*.
Rating: A
- JIM** Johnson, C., Bauer, B., & Singh, N. "The role of intercultural competencies in global non-market strategy." Under Review: *Journal of International Management*.
Rating: A
- JBR** Johnson, C., Bauer, B., Kelting, K., Jankuhn, N., & Sim, W. "Are addresses affecting attitudes? The moderating role of consumer nationality." Under Review: *Journal of Business Research*.
Rating: A
- JCP** Bauer, B. "Appealing to divergent brand community members: Adjusting advertisements to reflect competing construals." Under Review: *Journal of Consumer Psychology*.
Rating: A*

~ ~ ~ MANUSCRIPTS IN PROCESS ~ ~ ~

- (JWB)** Bauer, B. & Johnson, C. "The social distancing effect: Construals of temporal, geographic, probabilistic, and social distance." Target: *Journal of World Business* (Special Issue – *Time Matters: Rethinking the Role of Time in International Business Research*).
Target Rating: A*
- (P&M)** Bauer, B., Carlson, B., & Arnold, M. "Divergence in brand community membership: The role of social distance and competing construals." Target: *Psychology and Marketing*.
Target Rating: A
- (JIBS)** Bauer, B. & Johnson, C. "I thought your idea to use my idea was a great idea: Inadvertent plagiarism as innovation." Target: *Journal of International Business*.
Target Rating: A*
- (IJRM)** Bauer, B. & Johnson, C. "Global rivals partnering in joint advertising... What's the motive?" Target: *International Journal of Research in Marketing*.
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
- (JAMS)** Bauer, B., Johnson, C., & Carlson, B. "Cultural stereotyping of celebrity endorsers: Unexpected gender-based expectations in a modern era." Target: *Journal of the Academy of Marketing Science*.
Target Rating: A*
- (GOM)** Maertz, C., Johnson, C., & Bauer, B. "The benefits of unbundled commitment, engagement, and embeddedness: A review with research implications." Target: *Group & Organization Management*.
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*

(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*

(JMPPM) Baum, N. & Bauer, B. "Viral marketing in healthcare." Target: *Journal of Medical Practice Non-Business Journal Management*.

~ ~ ~ AWARDS & RESPONSIBILITIES ~ ~ ~

- May 2020** Loyola University New Orleans, College of Business 2019-2020 Outstanding Research Award
- Aug 2019 – Present** Faculty Director of the Loyola University New Orleans CoB Behavioral Lab
- Aug 2019 – Present** Chase Minority Entrepreneurship Distinguished Professorship
- Aug 2016 – Present** CITI Program – Social/Behavioral Research Investigator Certification
- July 2018 – June 2019** Inaugural Recipient of the Richard A. Chaifetz School of Business Ph.D. Alumni Travel Fellowship
- April 2016 – June 2019** Senior Ph.D. Student Coordinator of the Richard A. Chaifetz School of Business Behavioral Lab

~ ~ ~ CONFERENCE PRESENTATIONS ~ ~ ~

- AMS-WMC 2021** Johnson, C., Bauer, B. & Arnold, M. (July 2021) "The effect of brand crises on endorser reputation and endorsement portfolios."
Brisbane, Australia
- 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?"
Miami, FL
- 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."
San Francisco, CA
- 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

SUMMARY:
Conference Attendance

Marketing Conferences:

AMA: 4 years (2016 – 2018; 2020)
AMS: 3 years (2018 – 2020)
AMS-WMC: 1 year (2021)
ACR: 1 year (2019)

International Business Conferences:

AIB: 4 years (2017 – 2020)
AIB-SE: 5 years (2016 – 2020)
AIB-MW: 1 year (2016)

Management Conferences:

MAM: 2 years (2016; 2018)
NABET: 1 year (2016)

~ ~ ~ CONFERENCE AWARDS ~ ~ ~

AIB-SE 2019 Best Reviewer: International Marketing Track
San Antonio, TX

AIB-SE 2018 Best Student Paper Award
Nashville, TN

AIB-SE 2018 Session Panelist / Invited Speaker
Nashville, TN

AIB 2018 Best Reviewer Award
Minneapolis, MN

AMS 2018 Doctoral Consortium Invitee
New Orleans, LA

AIB-SE 2017 Best Conference Student Reviewer
Washington, DC

AIB-SE 2016 Doctoral Consortium Invitee
Cozumel, Mexico

----- TEACHING -----

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

~ ~ ~ ACADEMIC POSITIONS ~ ~ ~

Aug 2019 – Present Loyola University New Orleans: New Orleans, LA
Assistant Professor of Marketing
Chase Minority Entrepreneurship Distinguished Professorship
MKT B280 – Principles of Marketing
MKT B330 – International Marketing [INTB B330 – International Marketing]
MKT B340 – Promotions Management

Aug 2016 – June 2019 Saint Louis University: St. Louis, MO
Marketing Instructor
MKT3000 – Introduction to Marketing Management

Dec 2013 – Aug 2015 ITT Technical Institute: Springfield, MO
Adjunct Business Faculty
BU3315 – Quantitative Analysis
GS1140 – Problem Solving Theory
PM4530 – Management of Global Projects
ES2555 – Survey of Economics
MG4650 – Team Leadership
MA3100 – Statistics
BU3110 – Business Negotiations

----- PROFESSIONAL EXPERIENCE -----

- Nov 2012 – Dec 2013** Missouri Winter Games: Springfield, MO
Marketing Coordinator
- Aug 2011 – July 2012** University of Denver Gymnastics: Denver, CO
Marketing Coordinator
- Aug 2011 – Feb 2012** Ofanim: Telaviv, Israel
International Consultant for Brand Expansion

----- 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
- Jan 2016 - Present** Academy of International Business Member

----- SERVICE & ACTIVITIES -----

~ ~ ~ SERVICE LEADERSHIP ~ ~ ~

- 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
- Feb 2019 - Present** Fellow, Direct Selling Education Foundation
- Sept 2019 – May 2020** Member, Loyola University New Orleans, Neuroscience Curriculum Development
- March 2020** Mentor & Invited Speaker, Loyola University New Orleans, Marketing Club

~ ~ ~ CONFERENCE LEADERSHIP ~ ~ ~

- AIB-SE 2020** Track Chair, Academy of International Business – U.S. Southeast Chapter Conference
Panama City, FL
- 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 – U.S. Midwest Chapter Conference
Chicago, IL

~ ~ ~ CONFERENCE REVIEWING ~ ~ ~

- AIB 2020** Reviewer, Academy of International Business Annual Meeting
Miami, FL
- AMS-WMC 2020** Reviewer, Academy of Marketing Science World Marketing Congress
Brisbane, Australia
- AIB-SE 2019** Reviewer, Academy of International Business – U.S. 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 – U.S. Southeast Chapter Conference
Nashville, TN
- AIB 2018** Reviewer, Academy of International Business Annual Meeting
Minneapolis, MN
- AIB-SE 2017** Reviewer, Academy of International Business – U.S. 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 – U.S. 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 ~ ~ ~

- March 2020 – Present** Ad-Hoc Reviewer, *Journal of Business Research*
- June 2019 – Present** Guest Editor of a Special Issue on “The Communal Consumption Experience: Sharing, Rituals, & Socialization”, *Journal of Wine Research*
- June 2017 – Present** Editorial Review Board Member, *International Business: Research, Teaching, and Practice*
- April 2017 – May 2018** Ad-Hoc Reviewer, *International Journal of Emerging Markets*