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# Brad D. Carlson

Associate Professor of Marketing ■ John Cook School of Business ■ Saint Louis University

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## EDUCATION

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*Oklahoma State University, Stillwater, Oklahoma*— 2001-2005

- Ph.D. in marketing (2005)
- Dissertation chaired by Tom J. Brown

*Webster University, St. Louis, Missouri*— 1996-2001

- M.A. (“With Distinction”) in Media Communications (2001)
- B.A. (*magna cum laude*) in Psychology (2000)

## EXPERIENCE

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**Associate Professor of Marketing** – Saint Louis University, 2013 to present

Classes taught:

- Biz 1000 (freshman intro to business) – undergrad
- Sports Marketing – undergrad
- Buyer Behavior – undergrad
- Marketing Strategy – Full-time MBA
- Hong Kong Study Abroad – Full-time MBA
- Marketing Skills – Executive Masters in International Business (EMIB)
- Consumer Analysis/Buyer Behavior – MBA
- Social Media and Digital Marketing - MBA
- Seminar in Marketing Theory – Ph.D.

**Director, PhD Program** – Saint Louis University, 2016 to current

**Assistant Professor of Marketing** – Saint Louis University, 2008-2013

**Assistant Professor of Marketing** – Texas Tech University, 2005 to 2008

Classes taught:

- Principles of Marketing

- Market Promotions

**Graduate Teaching Associate** – Oklahoma State University, 2001 to 2005

Classes taught:

- Integrated Marketing Communications
- Sports Marketing
- Citibank Student Credit Use Campaign Development
- General Motors Campaign Development

## **RESEARCH & TEACHING INTERESTS**

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**Research:** Brand-Based Community, Consumer-Brand Identification, Frontline Employee and Customer Interface, Personality Traits and Consumer Behaviors, Branding, Market Orientation

**Teaching:** Integrated Marketing Communications, Marketing Management, Consumer Behavior, Sports Marketing, Marketing Theory

## **REFEREED PUBLICATIONS**

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Zablah, Alex, Brad D. Carlson, Todd D. Donovan, James G. Maxham III, and Tom J. Brown, (2016), "A Cross-Lagged Test of the Association between Customer Satisfaction and Employee Job Satisfaction in a Relational Context," *Journal of Applied Psychology*, 101 (5): 743-755.

**\*Financial Times Top 45 Journal (5-year JCR impact factor: 7.753)**

Carlson, Brad D. and D. Todd Donovan, (2013), "Human Brands in Sport: Athlete Brand Personality and Identification," *Journal of Sport Management*, 27 (3), 193-206.

Lehnert, Kevin, Brian Till, and Brad D. Carlson, (2013), "Advertising Creativity and Repetition: Recall, Wearout, and Wearin Effects," *International Journal of Advertising*, 32 (2), 211-231.  
**Best Paper to appear in International Journal of Advertising for 2013**

Carlson, Brad D., Gary L. Frankwick, and Kevin J. Cumiskey, (2011), "A Comprehensive Framework for Understanding New Product Alliance Success," *Journal of Marketing Theory and Practice*, 19 (1): 7-25. (**Lead Article**)

Carlson, Brad D., John C. Mowen, and Xiang Fang, (2009), "Trait Superstition: Investigating Its Antecedents and Consumer Behavior Outcomes," *Psychology & Marketing*, 26 (8): 689–713. (**Lead Article**)

Carlson, Brad D., D. Todd Donovan and Kevin J. Cumiskey, (2009), "Consumer-Brand Relationships in Sport: Brand Personality and Identification," *International Journal of Retail and Distribution Management*, 37 (4), 370-384.

Carlson, Brad D. and Margaret A. White, (2008), "Enhancing Stimulus Integration in a Consumer Information Processing System: A Theoretical Foundation," *Marketing Management Journal*, 18 (2), 155-168.

Carlson, Brad D. and D. Todd Donovan, (2008), "Concerning the Effect of Athlete Endorsements on Brand and Team Related Intentions," *Sport Marketing Quarterly*, 17 (3), 154-162.

Carlson, Brad D., Tracy A. Suter and Tom J. Brown, (2008), "Social versus Psychological Brand Community: The Role of Sense of Brand Community," *Journal of Business Research*, 61 (4), 284-291.

Donavan, D. Todd, Brad D. Carlson, and Mickey Zimmerman (2005), "The Influence of Personality Traits on Sports Fan Identification," *Sport Marketing Quarterly*, 14 (1), 31-42.

Mowen, John C. and Brad Carlson (2003), "Exploring the Antecedents and Consumer Behavior Consequences of the Trait of Superstition," *Psychology & Marketing*, 20 (12), 1045-1065.

## **BOOKS/COMPILATIONS**

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Donavan, D. Todd and Brad D. Carlson (Eds.) (2009), *Cases in Sports Marketing*, Dubuque: Kendall/Hunt Publishing Company.

## **PROJECTS UNDER REVIEW / WORK IN PROGRESS**

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Atefi, Yashar, Michael Ahearne, Brad D. Carlson, D. Todd Donovan, and James G. Maxham III, "Does Selective Sales Force Training Work? Evidence from a Field Experiment," STATUS: revising manuscript for 3<sup>rd</sup> review at *Journal of Marketing Research*.  
**\*Financial Times Top 45 Journal (5-year JCR impact factor: 5.003)**

Harmeling, Colleen M., Jordan Moffitt, Mark J. Arnold, and Brad D. Carlson, "Towards a Theory of Customer Engagement Marketing," STATUS: Under review at *Journal of the Academy of Marketing Science*.

Carlson, Brad D. and D. Todd Donovan, "Be Like Mike: Athlete Endorsement and Social Identification," STATUS: under review at *Sport Management Quarterly*.

Deitz, George, Emin Babakus, Brad D. Carlson and Donavan, D. Todd, "Investigating the Contingent Effects of HR Practices on the Development of Customer-Focused Climate Perceptions," STATUS: preparing for submission to *Journal of Retailing*.

Rong, Weidong, Mark J. Arnold, and Brad D. Carlson, "Interpersonal and Interorganizational Guanxi: Conceptualization, Scale Development and Modeling Effects on Brand Loyalty in a Personal Selling Context," STATUS: revising for new submission. Targeting *Journal of Marketing*.

Carlson, Brad D., D. Todd Donavan, George Deitz, and Vishal Lala, "Consistency versus Contingency: A Social Identity Theory Approach to Endorser Effectiveness," STATUS: preparing for submission to *Journal of the Academy of Marketing Science*.

Carlson, Brad D. Arilova Randrianasolo, and Tracy A. Suter, working title – "The Multiple Roles of Commitment in Brand Community: Is Commitment a Double-Edged Sword?" STATUS: data collection, targeting *Marketing Letters*.

Lala, Vishal, Brad D. Carlson, and D. Todd Donavan, "Let Me Tell You! When Consumers Talk about Brands Online," STATUS: preparing manuscript for submission to *Journal of Business Research*.

Harmeling, Colleen, Mark Arnold, and Brad D. Carlson, working title – "A Five Factor Model of Triggers of Extraordinary Experiences," STATUS: data analysis, targeting *Journal of Consumer Research*.

Carlson, Brad D., D. Todd Donavan, and Brian Till, working title – "Determining the Influence of Endorser Identification: Boundary Conditions of Endorser Effectiveness," STATUS: in progress.

## **REFEREED CONFERENCE PRESENTATIONS**

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Donavan, Todd, Swinder Janda, and Brad Carlson (2016), "The Positive Effect of Brand Identification (ID) on Consumer Spending: Diminishing Returns over Time?" *European Institute for Retail and Service Studies Annual Conference*, Edinburgh, Scotland, July.

Atefi, Yashar, Michael Ahearne, James G. Maxham III, Brad D. Carlson, and D. Todd Donavan, (2015), "Training Spillover among Competing Salespeople," *5<sup>th</sup> Biennial Enhancing Sales Force Productivity Conference*, Atlanta, GA, June.

Atefi, Yashar, Michael Ahearne, Brad D. Carlson, D. Todd Donavan, and James G. Maxham III, (2015), "The Spillover of Training among Competing Salespeople," *American Marketing Association Winter Educator's Conference*, San Antonio, TX, February.

- Harmeling, Colleen and Brad D. Carlson (2014), "Sports Sponsorship Effectiveness: The Impact of Transformational Consumption Experiences," *Academy of Marketing Science Annual Conference*, Indianapolis, Indiana, May.  
***Winner of the Excellence in Sports Marketing Research Award***
- Randrianasolo, Arilova and Brad D. Carlson (2014), "The Effects of Personality Traits on Social Media Involvement and Electronic Word of Mouth," *Academy of Marketing Science Annual Conference*, Indianapolis, Indiana, May.
- Lala, Vishal, and Brad D. Carlson (2012), "What Makes Happy Customers Say Good Things about Your Brand? An Investigation of the Drivers of Consumer Generated Content Following a Positive Customer Experience," *DMEF Direct/Interactive Marketing Research Summit*, Las Vegas, Nevada, October.
- Lala, Vishal, and Brad D. Carlson (2012), "Let Me Tell You! When Consumers Talk Bad about Brands," *DMEF Direct/Interactive Marketing Research Summit*, Las Vegas, Nevada, October.
- Carlson, Brad, D. Todd Donovan, Kevin J. Cumiskey, and George Deitz (2012), "Athlete Identification and Brand Personality States," *Academy of Marketing Science Annual Conference*, New Orleans, Louisiana, May.
- Deitz, George, Brad D. Carlson, D. Todd Donovan, and John Hansen (2011), "'A Multilevel Examination of the Effects of Service Climate upon Retail Store Performance," *American Marketing Association Summer Educator's Conference*, San Francisco, California, August.
- Lehnert, Kevin, Brian Till, and Brad D. Carlson (2011), "Creativity and Repetition: Consumer Recall and Wearout," *American Marketing Association Summer Educator's Conference*, San Francisco, California, August.
- Kalliny, Morris, Angela Hausman, Anshu Saran, and Brad D. Carlson (2011), "The Impact of Cultural and Religious Animosity on Product Evaluations," *American Marketing Association Summer Educator's Conference*, San Francisco, California, August.
- Tugut, Meltem, Mark J. Arnold, and Brad D. Carlson (2011), "Consumer Choice between Hedonic and Utilitarian Recovery Options in Service Failures: A Mood Regulation Perspective," *Academy of Marketing Science Annual Conference*, Coral Gables, Florida, May.
- Tolmie, Carri R. and Brad D. Carlson (2011), "Mitigating the Influence of Negative Corporate Social Responsibility Associations: The Moderating Role of Consumer-Company Identification," *Marketing Management Association Spring Conference*, Chicago, Illinois, March.

Coble, Kyle and Brad D. Carlson (2011), "Motivations for Travel for Work, Enrichment and Leisure Consumption: Using Theory to Understand Willingness to Expatriate, Study Abroad, and Vacation Internationally," *Marketing Management Association Spring Conference*, Chicago, Illinois, March.

Tugut, Meltem, Mark J. Arnold, and Brad D. Carlson (2011), "Resisting One's Temptations: The Influence of Mood Regulation on Consumers' Recovery Choices in Service Failures," *American Marketing Association Winter Educator's Conference*, Austin, Texas, February.

Carlson, Brad D., D. Todd Donovan, and Swinder Janda (2010), "Brand Personality and Athlete Identification: Predicting Team-Related Consumption Behavior," *American Marketing Association Summer Educator's Conference*, Boston, Massachusetts, August.

Donavan, Todd D., Brad D. Carlson, and Tom Dewitt (2010), "The Effects of Customer Orientation and Identification on The Service Employee: Commitment and Job Burnout," *American Marketing Association Winter Educator's Conference*, New Orleans, Louisiana, February.

Carlson, Brad D., D. Todd Donovan, and Swinder Janda (2008), "Consumer-Brand Relationships in Sport: From Brand Personality to Purchase Behaviors," *American Marketing Association Summer Educator's Conference*, San Diego, California, August.

Carlson, Brad D. (session chair – 2008), "Emerging Perspectives on Consumer Identification, - Special Session," *American Marketing Association Winter Educator's Conference*, Austin, Texas, February.

Carlson, Brad D., D. Todd Donovan and Kevin J. Cumiskey, (2008), "Celebrity Endorsements, Credibility, and Purchase Intentions: The Mediating Role of Endorser Identification," *American Marketing Association Winter Educator's Conference*, Austin, Texas, February.

Carlson, Brad D., D. Todd Donovan and Kevin J. Cumiskey. (2007), "Consumer-Brand Relationships in Sport: Brand Personality and Identification," *International Conference on Sport and Entertainment Business*, Columbia, South Carolina, November.

Donavan, Todd D., Brad D. Carlson and Kevin Cumiskey (2006), "Enhancing Identification through Brand Characteristics and Brand Relationship Strength," *Sport Marketing Association Conference*, Denver, Colorado, November.

Carlson, Brad D. (2006), as part of "Directions for Future Research in Brand Alliances," *AMA Winter Marketing Educator's Conference*, St. Petersburg, Florida, February.

Carlson, Brad D. (2005), "The Role of Identification in Developing a Sense of Community among Brand Users," *Brand Alliance Research Conference*, (Abstract), Oklahoma State University, April.

Donavan, D. Todd and Brad Carlson (2004), "Personality Influences on Need for Affiliation and Identification," *Corporate Identity / Associations Research Group Conference*, (Abstract), University of Southern California, April.

Carlson, Brad and Gary L. Frankwick (2004), "The Role of Market Orientation in New Product Alliances: Model development," *AMA Winter Marketing Educator's Conference*, (Abstract), Scottsdale, Arizona, February.

Carlson, Brad and Margaret A. White, (2004), "Information Integration and Filtration: An Examination of Information Integration Theory and Information Overload," *15<sup>th</sup> Annual OSU Research Symposium*, (Abstract), Oklahoma State University, April.

Mowen, John and Brad Carlson (2003), "Exploring the Antecedents and Consumer Behavior Consequences of the Trait of Superstition," *Society for Consumer Psychology Winter Conference*, (Abstract), New Orleans, Louisiana, February.

Donavan, D. Todd and Brad Carlson (2003), "Personality Influences on Need for Affiliation and Identification," (Abstract), *Sports Marketing Association Conference*, Gainesville, Florida, November.

Larson, Brian, Gary L. Frankwick and Brad Carlson (2001), "The Effect of Retail Sales Training on Performance," (Abstract), *The Association of Marketing Theory and Practice Conference*, Jekyll Island, Georgia, May.

## **INVITED PRESENTATIONS**

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"The Multiple Roles of Commitment in Brand Community: Is Commitment a Double-Edged Sword?" presented at University of Missouri - St. Louis' Spring Seminar Series, 2010

## **HONORS & AWARDS**

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- Excellence in Sports Marketing Research Award (sponsored by Sport Marketing Quarterly), Academy of Marketing Science Annual Conference, 2014
- Cook School Transformative Teaching Fellowship, 2014
- Cook School Summer Research Grant, 2014
- JCSB Graduate Business Professor of the Year, 2013

- Cook School Summer Research Grant, 2013
- Cook School Summer Research Grant, 2012
- Cook School Summer Research Grant, 2011
- John Cook School of Business Service Award, 2010
- AMA Sheth Foundation Doctoral Consortium Fellow, Texas A&M University, 2004
- Mittelstaedt Symposium Fellow, University of Nebraska, 2003
- College of Business Administration Outstanding Graduate Teaching Associate (Oklahoma State University), 2003
- Tolbert Dean's Endowed Scholarship, 2001-2002
- Psi Chi International Honor Society in Psychology
- Omicron Delta Kappa National Leadership Honor Society
- Selected to team representing Webster University in 2000 AAF advertising competition
- Webster University's Men Varsity Basketball Team Co-Captain
- NCAA Scholar-Athlete Award, Varsity Basketball
- Full-tuition Academic and Leadership Scholarship
- SLIAC (St. Louis Intercollegiate Athletic Conference) Academic All-Conference Team, Varsity Basketball
- SLIAC All-Conference Team, Varsity Basketball

## SERVICE

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### Marketing Discipline

- Ad Hoc reviews:
  - *Journal of the Academy of Marketing Science*
  - *Journal of Advertising*
  - *Journal of Retailing*
  - *Journal of Business Research*
  - *Journal of Marketing Theory and Practice*
  - *Journal of International Marketing*
  - *Journal of Consumer Behaviour*
  - *Journal of Brand Management*
  - *Journal of Product and Brand Management*
  - *Journal of Sport Management*
  - *European Journal of Marketing*
  - *European Journal of Personality*
  - *International Journal of Research in Marketing*
  - *International Journal of Retail and Distribution Management*
  - *Sport Management Review*
  - Academy of Marketing Science Annual Conference
  - AMA Winter Educators' Conference
  - AMA Summer Educators' Conference
- Doctoral Consortium Co-Chair, Academy of Marketing Science (2016)



- Associate Director of Programs, Academy of Marketing Science (2014)
- Conference Co-Chair, Academy of Marketing Science Annual Conference (May 2014)
- Dissertation External Examiner, Maggie Matear, Queens University (Defended - January 2014)
- Session Chair, American Marketing Association Winter Educator's Conference (February 2013)
- Faculty Mentor, American Marketing Association DOCSIG PhD Student Networking Event (February 2013)
- Session Chair, Academy of Marketing Science Annual Conference (May 2013)
- Society for Marketing Advances Dissertation Proposal Competition Judge (2015, 2014, 2013, 2012)
- Track Co-Chair, Sports Marketing Track, American Marketing Association Summer Educator's Conference (August 2012)
- Session chair, American Marketing Association Summer Educator's Conference (August 2011)
- Session chair, American Marketing Association Winter Educator's Conference (February 2010)
- Special session organizer and chair, American Marketing Association Winter Educator's Conference (February 2008)

#### Saint Louis University

- Strategic Planning Steering Committee, Fall 2014-2016

#### John Cook School of Business

- Director, PhD Program, 2016-present
- Undergrad Program Task Force, 2015-present
- Rank & Tenure Committee, Fall 2013 - present
- PhD Steering Committee, Spring 2009-present
- Sport Business Committee, Fall 2008-present
- Faculty Qualifications & Engagement Task Force, spring 2014-2015
- Assessment Committee, Fall 2009-2013
- Enrollment Task Force, Spring 2011-2012

#### JCSB Marketing Department

- Professional Selling and Sales Management Task Force (Chair), 2013-2014
- Faculty Search Committee, 2015, 2009, 2008
- Supervised undergraduate internships
- Supervised MBA independent studies
- Supervised Ph.D. directed research studies
- Ph.D. dissertation committee member

#### Community

- Rockwood School District Business Advisory Committee 2011-present

- Rockwood School District Business Curriculum Steering Committee 2011–present
- Rockwood School District Business Curriculum Writing Committee 2011–present

#### Texas Tech University

- Undergraduate Coordinator, Spring 2007–2008
- Undergraduate Committee, 2007–2008
- Information Technology Committee, 2006–2008
- Journals Task Force, Spring 2006
- Learning goals and assessments committee for the marketing Ph.D., 2005-2006
- Textbook Committee, 2005-2006

#### **PROFESSIONAL ASSOCIATIONS**

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- American Marketing Association
- Academy of Marketing Science