

# Brad D. Carlson

Professor of Marketing The James J. Pierson Endowed Chair in Marketing  
Richard A. Chaifetz School of Business [brad.carlson@slu.edu](mailto:brad.carlson@slu.edu)

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Saint Louis University  
3674 Lindell Boulevard  
St. Louis, MO 63108  
Ph: 314-977-3894

## EDUCATION

DOCTOR OF PHILOSOPHY	Business Administration (2005) Spears School of Business Oklahoma State University Dissertation: Brand-based Community: The Role of Identification in Developing a Sense of Community among Brand Users
MASTER OF ARTS	Media Communications (2001) – Webster University
BACHELOR OF ARTS	Psychology (2000) – Webster University

## ACADEMIC POSITIONS

SAINT LOUIS UNIVERSITY	The James J. Pierson Endowed Chair in Marketing (July 2019 – Present) Professor of Marketing (July 2019 – Present) Director, PhD Program in IB and Marketing (May 2016 – June 2021) Associate Professor of Marketing (July 2013 – June 2019) Assistant Professor of Marketing (June 2008 – June 2013)
TEXAS TECH UNIVERSITY	Assistant Professor of Marketing (August 2005 – May 2008)
OKLAHOMA STATE UNIVERSITY	Marketing Instructor (August 2001-May 2005) Research Assistant (August 2001-May 2005)

## RESEARCH

## INTERESTS

REFEREED  
JOURNAL  
PUBLICATIONS

Johnson, Clark D., Brittney C. Bauer and Brad D. Carlson, (Forthcoming)

Lehnert, Kevin, Brian Till, and Brad D. Carlson, (2013), "Advertising Creativity and Repetition: Recall, Wearout, and Wearin Effects,"  
 , 32 (2), 211-231

Carlson, Brad D., Gary L. Frankwick, and Kevin J. Cumiskey, (2011), "A Comprehensive Framework for Understanding New Product Alliance Success,"  
 19 (1): 7-25.

Carlson, Brad D., John C. Mowen, and Xiang Fang, (2009), "Trait Superstition: Investigating Its Antecedents and Consumer Behavior Outcomes,"  
 , 26 (8): 689-713.

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

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

Carlson, Brad D. and D. Todd Donovan, (2008), "Concerning the Effect of Athlete Endorsements on Brand and Team Related Intentions,"  
 , 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,"  
 , 61 (4), 284-291.

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

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

MANUSCRIPTS  
IN PROCESS

Brand Community Membership and Commitment - under 1<sup>st</sup> review

Customer Orientation and Fit - under 2<sup>nd</sup> revision

Authenticity and Frontline Employees - under 1<sup>st</sup> review

Endorser Message Matching - under 2<sup>nd</sup> review



Johnson, Clark, Brittney Bauer and Brad D. Carlson (2018), "Constituency



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,





## LEADERSHIP AND SERVICE

DOCTORAL  
PROGRAM IN  
INTERNATIONAL  
BUSINESS AND  
MARKETING

Director, PhD Program in Marketing (May 2016 – May 2021)

Richard A. Chaifetz School of Business, Saint Louis University

### Primary accomplishments:

- Modernized doctoral program structure and requirements to enhance student learning outcomes and job competitiveness
- Developed a Program Handbook to outline and clearly communicate all aspects, requirements, and expectations of the PhD program
- Crafted guidelines in support of PhD program milestones to clarify requirements, and to establish student, faculty and doctoral coordinator responsibilities
- Created rubrics for evaluating student performance on all major milestones in the program
- Updated PhD program curriculum (including the addition of supporting areas and a seminar in Marketing Strategy) based on benchmarking of peer and aspirational programs
- Formalized annual student evaluation process
- Reinforced SLU's emphasis on teaching by implementing a requirement that all PhD students complete the Certificate in University Teaching
- Strengthened requirements of the program to include higher academic standards for performance in concentration area seminars (3.3 required GPA in marketing and IB seminars; previously 3.0)
- Revised program communication materials in support of recruitment efforts
- Initiated a Brown Bag Series for PhD students and faculty to engage in plenary sessions related to topics relevant to students
- Had students selected to attend both the AMA Sheth Doctoral Consortium and the AMS Doctoral Consortium
- Worked with alumni of the program to create a PhD Alumni Travel Fellowship

### Ongoing responsibilities as PhD director:

- Monitoring program performance and implementing improvements to achieve strategic objectives
- Creating and refining operating processes in support of program objectives
- Leading student recruitment process and socializing students into the program
- Advising and supporting students from one program milestone to the next
- Managing annual student evaluation process
- Facilitating working relationship between students and program faculty









awards in 2019)

2017 Academy of Marketing Science Faculty Consortium Fellow

2016 Academy of Marketing Science Faculty Consortium Fellow

2014 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

2013 Best Paper to Appear in

2013 JCSB Graduate Business Professor of the Year

2013 Cook School Summer Research Grant

2012 SLU Professor Who Inspires Excellence in the Classroom, Dept. of Athletics Straight-A Luncheon.

2012 Cook School Summer Research Grant

2011 Cook School Summer Research Grant

2010 John Cook School of Business Service Award

2004 AMA – Sheth Doctoral Consortium Fellow

2003 Mittelstaedt Symposium Fellow

2003 College of Business Administration Outstanding Graduate Teaching Associate (Oklahoma State University)

2001-2002 Tolbert Dean's Endowed Scholarship

2000 Psi Chi International Honor Society in Psychology

2000 Omicron Delta Kappa National Leadership Honor Society

2000 AAF Advertising Competition (Webster University)

1999 NCAA Scholar-Athlete Award, Varsity Basketball

1996-1999 SLIAC (St. Louis Intercollegiate Athletic Conference) Academic All-Conference Team, Varsity Basketball

1997 SLIAC All-Conference Team, Varsity Basketball

## MISCELLANEOUS

### PROFESSIONAL ASSOCIATIONS

Academy of Marketing Science  
American Marketing Association  
Society for Marketing Advances