

ANNE M. BRUMBAUGH

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ACADEMIC EXPERIENCE

- August 2007-present Associate Professor of Marketing, School of Business and Economics, College of Charleston, Charleston, SC.
- August 2000-July 2007 Assistant Professor of Marketing, Babcock Graduate School of Management, Wake Forest University, Winston-Salem, NC.
- July 1995-June 2000 Assistant Professor of Marketing, Weatherhead School of Management, Case Western Reserve University, Cleveland, OH.
- Sept. 1993-May 1994 Marketing Instructor, North Carolina State University, Raleigh, NC.
- Summers 1993, 1994 Marketing Instructor, Fayetteville State University, Fayetteville, NC.

EDUCATION

- December 1995 Ph.D., Duke University, Durham, NC. Major: Marketing (Consumer Behavior). Fuqua School of Business Fellowship (Duke University, 1991-1995).
- May 1991 M.B.A., University of Maryland, College Park, MD. Concentration: Marketing. Beta Gamma Sigma, Phi Kappa Phi, Hewlett Packard 4.0 GPA Honors, Orkand Merit Scholarship.
- May 1984 B.S., Duke University, Durham, NC. Majors: Computer Science, Spanish.

TEACHING

Courses Taught

Marketing Concepts/Marketing Management/Core Marketing (MBA and undergraduate)
Consumer Behavior (MBA) Internet Marketing (MBA)
Multicultural Marketing (MBA) Marketing Strategy (MBA)

Executive Education

“Marketing Basics for Entrepreneurs” for Triad Entrepreneurial Initiative
“Communicating with Customers” for IBS, Moscow
“Internet Marketing” for Weatherhead Affiliates Program, CWRU
“Marketing Ethics” for Smith College Women’s Executive MBA

RESEARCH

Research Interests

The effects of ethnicity, cultural affiliation, race, and gender on advertising responses. Interactions between source traits and viewer traits on attributions about the source and their effects on evaluations of the ad. Impact of target marketing on members of both the target and non-target markets. Diversity seeking as a personality trait that influences consumption and other behaviors.

Articles in Refereed Journals

Grier, Sonya A., Anne M. Brumbaugh, and Corliss Thornton (2006), "Crossover Dreams: Consumer Responses To Ethnic-Oriented Products," *Journal of Marketing*, 70 (April), 35-51.

Invited for presentation in special JM session, AMA Winter Educator's Conference, St. Pete Beach, FL, March 2006.

Featured on ACR Website, June 2006.

Brumbaugh, Anne M. and Sonya A. Grier (2006), "Insights from a 'Failed' Experiment: Directions for Pluralistic, Multiethnic Advertising Research," *Journal of Advertising*, 35 (3), 35-47.

Sekerka, Leslie, Anne M. Brumbaugh, José Antonio Rosa, and David Cooperrider (2006) "Comparing Appreciative Inquiry to a Diagnostic Technique in Organizational Change: The Moderating Effects of Gender," *International Journal of Organization Theory and Behavior*, 9 (3), 291-330.

Grier, Sonya A. and Anne M. Brumbaugh (forthcoming), "Compared to Whom? The Impact of Status on Third Person Effects in Advertising Persuasion," *Journal of Consumer Behavior*.

Brumbaugh, Anne M. (2002), "Source and Nonsource Cues in Advertising and their Effects on the Activation of Cultural and Subcultural Knowledge on the Route to Persuasion," *Journal of Consumer Research*, 29 (September), 258-269.

Miyazaki, Anthony D., Anne M. Brumbaugh, and David E. Sprott (2001), "Promoting and Countering Consumer Misconceptions of Random Events: The Case of Perceived Control and State-Sponsored Lotteries," *Journal of Public Policy & Marketing*, 20 (2 Fall), 254-267.

Sprott, David E., Anne M. Brumbaugh, and Anthony D. Miyazaki (2001), "Motivation and Ability as Predictors of Play Behavior in State-Sponsored Lotteries: An Empirical Assessment of Psychological Control," *Psychology and Marketing*, 18 (9 September), 973-983.

Aaker, Jennifer, Anne M. Brumbaugh, and Sonya Grier (2000), "Non-Target Market Effects and Viewer Distinctiveness: The Impact of Target Marketing on Advertising Attitudes," *Journal of Consumer Psychology*, 9 (3), 127-140.

Grier, Sonya and Anne M. Brumbaugh (1999), "Noticing Cultural Differences: Ad Meanings Created by Target and Non-Target Markets," *Journal of Advertising*, 18 (1), 79-93.

Book Chapter

Grier, Sonya A. and Anne M. Brumbaugh (2004), "Consumer Distinctiveness and Advertising Persuasion," in *Diversity in Advertising*, Jerome D. Williams, Wei-Na Lee, and Curtis P. Haugtvedt, eds., Hillsdale, NJ: Lawrence Erlbaum Associates, Inc., 217-235.

Edited Volume

Brumbaugh, Anne M. and Geraldine R. Henderson, eds. (2005), *Proceedings of the Society for Consumer Psychology*, St. Petersburg, FL: Society for Consumer Psychology.

Conference Papers

Brumbaugh, Anne M. and Sonya A. Grier (2003), "Effects of Cross Cultural Advertising on Target Marketing Processes and Attitudes: Insights from a "Failed" Experiment," Cross Cultural Research Conference, <http://marketing.byu.edu/htmlpages/ccrs/proceedings03/papers/Brumbaugh-Grier.doc>.

Brumbaugh, Anne M. (1999), "An Exploratory Examination of the Psychological Coping Mechanisms Used to Deal with Ad-Induced Negative Affect," *Society for Consumer Psychology 1999 Winter Conference Proceedings*, eds. Madhu Viswanathan, Larry Compeau, and Manjo Hastak, Urbana-Champaign, IL: Society for Consumer Psychology, 99-107.

Sprott, David E., Anthony D. Miyazaki, and Anne M. Brumbaugh (1997), "A Psychological Approach to Lottery Consumption: The Role of Psychological Control," *Marketing and Public Policy Conference Proceedings*, Vol. 6, eds. Easwar Iyer and George R. Milne, Chicago: American Marketing Association.

Brumbaugh, Anne M. (1993), "Physical Attractiveness and Personality in Advertising: More than Just a Pretty Face," in *Advances in Consumer Research*, Vol. 20, eds. Leigh McAlister and Michael L. Rothschild, Provo, UT: Association for Consumer Research, 159-164.

Under Review

"Ethnicity, Gender, and Symbolic Role: An Empirical Examination of the Antecedents of Character Identification in Advertising," sole author, *Psychology & Marketing*.

"Avoiding Negative Feedback: A New Explanation for the Relationship between LMX and Performance," with Sherry Moss, Juan Sanchez, and Nancy Borkowski, *Journal of Organizational Behavior*.

Conference Special Sessions Organized

"Restricted Exposure to Diversity," Society for Consumer Psychology Conference, Las Vegas, NV, February, 2007.

"Cross-Cultural Interaction at the Consumer/Marketer Interface: How Cultural Dynamics Influence the Success or Failure of Marketing Efforts," Association for Consumer Research Conference, Columbus, OH, October 1999.

"Advertising and Media Influences on Developing a Sense of Self with Respect to Physical Appearance and Body Image: A Life Transitions Framework," with Mary C. Martin, Society for Consumer Psychology Conference, Nashville, TN, February 1998.

Conference Special Sessions Organized, continued

“This Bud”’s NOT for You: Differences in the Processing of Targeted Advertising by Target and Non-Target Market Viewers,” with Jennifer Aaker and Sonya A. Grier, Association for Consumer Research Conference, Tucson, AZ, October 1996.

Conference Presentations

“Beyond Tolerance: Diversity Seeking in Past, Current, and Future Behavior,” Cultural Perspectives in Marketing Conference, New Orleans, LA, forthcoming 2008.

“Diversity Seeking in a Diversity Avoiding Society,” Society for Consumer Psychology Conference, Las Vegas, NV, February, 2007.

“Crossover Dreams: Consumer Responses To Ethnic-Oriented Products,” AMA Winter Educator’s Conference, St. Pete Beach, FL, March 2006.

“Effects of Cross Cultural Advertising on Target Marketing Processes and Attitudes: Insights from a “Failed” Experiment,” with Sonya A. Grier, Cross Cultural Research Conference, Jamaica, December 2003.

“Gender and Technology-based Games,” with Renee Gravois-Lee, Association for Consumer Research Conference, Atlanta, GA, October 2002.

“Alternative Bases for Character Identification: When Culture is Not a Factor,” with Sonya A. Grier, Association for Consumer Research Conference, Austin, TX, October 2001.

“The Impact of Gay-Targeted Advertising on Heterosexual Audiences,”
American Marketing Association Conference, St. Pete Beach, FL, February 2006;
American Marketing Association Conference, Washington, DC, August 2001;
Society for Marketing Advances Conference, Orlando, FL, October 2000;
Society for Consumer Psychology Conference, San Antonio, TX, February 2000.

“The Influence of Ethnicity, Gender, and Social Role on Character Identification,” Association for Consumer Research Conference, Columbus, OH, October 1999.

“An Exploratory Examination of the Psychological Coping Mechanisms Used to Deal with Ad-Induced Negative Affect,” Society for Consumer Psychology Conference, St. Pete Beach, FL, February 1999.

“An Investigation of the Relationship between Media Use and Restricted Eating and Obsessive Exercise in College Aged Men and Women,” Society for Consumer Psychology Conference, Austin, TX, February 1998.

“A Psychological Approach to Lottery Consumption: The Role of Psychological Control,” Marketing and Public Policy Conference, Boston, MA, May 1997.

“The Cognitive Basis of Cultural Differences in Responses to Advertising,” Association for Consumer Research Conference, Tucson, AZ, October 1996.

Conference Presentations, continued

“Noticing Difference: Ad Meanings Created by Target and Non-Target Markets,” with Sonya A. Grier and Jennifer Aaker, Association for Consumer Research Conference, Tucson, AZ, October 1996.

“This Bud’s NOT for You: Differences in the Processing of Targeted Advertising by Target and Non-Target Market Viewers,” with Jennifer Aaker and Sonya A. Grier, Association for Consumer Research Conference, Minneapolis, MN, October 1995.

“Hot Prospects: Are They Different from Average Ad Viewers?” with Jennifer Edson Escalas, research note, Association for Consumer Research Conference, Nashville, TN, October 1994.

“Physical Attractiveness and Personality in Advertising: More than Just a Pretty Face,” Association for Consumer Research Conference, Vancouver, BC, October 1993.

Invited Research Presentations

“The Retail Experience and Coupon Redemption among Black and Hispanic Consumers,” CMS Client Conference, Atlanta, GA, April 2007.

“Couponing to Hispanics: Views from the Tower and the Trenches,” Association of Coupon Professionals Annual Industry Coupon Conference, Washington, DC, March 2006.

“Social Group Membership and Advertising Responses,” Marketing Communications and Diversity SIG, University of Tennessee, October 2005.

“Couponing to Underrepresented Populations,” CMS Client Conference, Savannah, GA, September 2005.

Award Nomination

Nominated for the Cowan Research Prize, Wake Forest University, 2003, 2005.

Work in Progress

“Differential Effects of Transitory and Enduring Ethnic Identity on Targeted Advertising Responses,” first author, with Sonya A. Grier. Studies complete, draft in progress. Targeted for the *Journal of Consumer Research*.

“Discrimination as Deterrent in Coupon Use, first author, with José Antonio Rosa. Data collection complete, analysis underway. Targeted for the *Journal of Marketing*.

“Coupon Use in Underrepresented Populations,” sole author. Studies complete, draft in progress. Targeted for the *Journal of Marketing*.

“Diversity Seeking: Scale Development and Consumer Behavior Implications,” first author, with Sonya A. Grier. Conceptualization and data collection underway. Targeted for the *Journal of Consumer Research*.

“Gender and Technology-Based Toys.” Data collection and analysis complete, draft in progress.

Work in Progress, continued

“Promotion Effects of Auction Announcements on NCAA Final Four Ticket Sales on E-Bay.”
Study complete, data analysis begun.

“An Investigation of the Relationship between Media Use and Restricted Eating and Exercise in College Aged Men and Women.” Studies complete.

SERVICE***Committee and Advisory Contributions***

CofC SBE Faculty Development Committee, 2007-present.
Babcock Marketing Case Competition team faculty coach, 2005-2006.
Babcock Management Consulting Practicum faculty advisor, 2000-2003, 2004-2005.
Babcock Marketing Case Competition case writing team faculty advisor, 2002-2004.
Babcock Women in Business faculty advisor, 2002-2004.
Babcock Core Curriculum Task Force, 2002-2006.
Babcock Curriculum Committee, 2000-2002.
Babcock Diversity Task Force, 2001.
CWRU Membership Chair of the Women’s Faculty Association Steering Committee, 1998-2000.
WSOM Marketing Undergraduate Faculty advisor, 1998-2000.
WSOM Alexander Group Marketing Case Competition Faculty advisor, 1998, 1999.
WSOM Marketing and Policy Studies Department PhD Committee, 1997-1999.
WSOM Strategic Initiatives and Applications Curriculum Sub-Committee, 1997.
WSOM MBA Business Symposium Faculty advisor, 1997.
WSOM Technology Committee, 1996.

Field and Reviewer Contributions

Program Committee, Association of Consumer Research Latin America Conference, 2006, 2008.
Reviewer for Cultural Perspectives in Marketing Conference, 2008.
Co-chair, Society for Consumer Psychology Conference, 2005.
Ad hoc Reviewer for *Journal of Consumer Research*, 2003-present.
Ad hoc Reviewer for *Journal of Marketing Research*, 2000, 2006.
Ad hoc Reviewer for *Journal of Advertising*, 2004-present.
Ad hoc Reviewer for *Journal of Consumer Psychology*, 1998, 2005.
Ad hoc Reviewer for Social Sciences and Humanities Research Council of Canada, 2004.
Track Chair, Marketing and Society, American Marketing Association, Winter Educator’s Meeting, 2003.
Ad hoc Reviewer for Dryden Press, 2001.
Reviewer for Association of Consumer Research Conference, 1996, 1998, 2000, 2001, 2003.
Reviewer for American Marketing Association Summer Conference, 2000.
Reviewer for Society for Consumer Psychology Conference, 2000-2004, 2006, 2008.
Judge, University of Rochester Marketing Case Competition, March 2000.
Reviewer for Summer Educator’s Meeting, American Marketing Association, 1999.
ACR Editorial Review Board Member for the Association of Consumer Research Conference, 1998.
ACR Steering Committee Member for the Association of Consumer Research Conference, 1998, 2003.
Reviewer for Winter Educator’s Meeting, American Marketing Association, 1997, 2000.
Ad hoc Reviewer for *Accounting, Management, and Information Technologies*, 1996.
Reviewer for Marketing and Public Policy Conference, 1995, 1996, 1997, 1998, 2000.

Community Service

Reagan High School PTSA founding board member (Communications Chair, Direct Donation Chair, Membership Chair), 2005-2007.

Project Linus contributor (6 full size hand-knit afghans to date), 2004-present.

Hanes Middle School PTSA board member (Newsletter Editor), 2003-2005.

Children's Hospital PICU volunteer, University Hospital System, Cleveland, OH, 1995-1997.

Invited Practitioner Presentations

"Career Networking" panelist, The PhD Project Conference, Chicago, August 2000.

"Social Marketing" presentation, North Coast AIDS Coalition, June 2000.

"eMarketing Basics" class, Forum Speaker Series, Enterprise Development Inc., April 2000.

"eMarketing" panel moderator, Andersen Consulting Symposium, WSOM, March 2000.

"Cultural Issues in Advertising" class, Elders Campus, Cuyahoga Comm. College, February 2000.

AWARDS

YMCA of Greater Cleveland for MBA Marketing Research Projects (September 1998, January 1999).

Maffett Research Group for qualitative data analysis (February 1997).

Summer Research Grant from the Research Committee of the Weatherhead School of Management for "I Want To Be Like Kate: The Impact of Supermodels in Advertising on Eating and Exercise Behaviors of College-aged Men and Women" (Summer 1996).

CONSULTING EXPERIENCE

Clients include: Vida Nueva, CMS/Inmar, Inc., EDI Inc., Borders Inc., YMCA of Greater Cleveland, Cleveland Rockers WNBA Team, Bacchus Group Wine Importers

Topics include: Marketing Planning, Customer Satisfaction, Marketing Strategy, Target Marketing and Segmentation, eMarketing

WORK EXPERIENCE

Association of Independent Colleges and Schools, 1988-1990: Information Resources Manager. As senior staff member, managed computer resources for a non-profit association.

Centel Information Systems, 1987-1988: Support Analyst.

Provided technical software support for federal government UNIX customers via nationwide hotline.

Corporate Technology, Inc., 1985-1987: Consultant.

Performed programming, systems design, training, and support for proprietary computer systems.

NCR Corporation, Office Systems Division, 1984-1985: Systems Engineer.

Supported office systems software and software development tools on proprietary mini-frame computers.

OTHER SKILLS AND INTERESTS

Fluent in Spanish. SAS programmer.

AFAA nationally certified fitness instructor, #501788.

Interests include international travel, cross-cultural experiences, handcrafts, teaching fitness classes.