

Brett A. Christenson

Department of Marketing • Smeal College of Business
Pennsylvania State University • University Park, PA 16802
brett.christenson@psu.edu • 972-838-7636

ACADEMIC POSITIONS

Pennsylvania State University, Smeal College of Business, Clinical Assistant Professor of Marketing, 2020-Present

Baylor University, Hankamer School of Business, Lecturer, 2013-2016

EDUCATION

Ph.D. Culverhouse College of Business, University of Alabama
Major: Consumer Behavior, August 2020

M.B.A. Naveen Jindal School of Management, University of Texas at Dallas
Major: Marketing, June 2010

B.B.A. Hankamer School of Business, Baylor University
Major: Sports, Sponsorship, and Sales, May 2006

RESEARCH INTERESTS

- Sensory Marketing, Audition and Consumer Perception
- Music Theory and Audiology
- Emotions and Affective States on Consumer Behavior
- Psychological Distance and Construal of Objects, Events and People
- Persuasion and Motivation

HONORS AND AWARDS

Dr. Sharon Beatty Best PhD Student Paper Research Award, given for the paper titled: “*Sounds Soft: Crossmodal Effects of Musical Timbre On Product Touch*”, 2019

SEiR Summer Research Support, University of Alabama, awarded for the paper titled: “*So Quiet, You Won’t Even Know It’s Working: The Impact of Product Sounds on Consumer Perceptions*”. Project currently under second revision at the *Journal of Retailing*, 2018

SEiR Summer Research Support, University of Alabama, 2017

RESEARCH

REFEREED PUBLICATIONS

Christine Ringler, Nancy Sirianni, and **Brett Christenson** (2020), “The Power of Consequential Product Sounds,” In Press at the *Journal of Retailing* [<https://doi.org/10.1016/j.jretai.2020.09.002>].

Bryan Hochstein, Willy Bolander, **Brett Christenson**, Alex Pratt, and Kristy Reynolds (2020), “An Investigation of Consumer Subjective Knowledge in Frontline Interactions,” Accepted at *Journal of Retailing*.

Leff Bonney, Bryan Hochstein, **Brett Christenson**, and Ellis Chefor (2020), “Incumbent and Non-Incumbent Salesperson Consultation in the Pre-decision Stage of Organizational Purchasing,” *Industrial Marketing Management*, 85, 152-166.

Meredith E. David, James A. Roberts, and **Brett Christenson** (2018), “Too Much of a Good Thing: Investigating the Association between Actual Smartphone Use and Individual Well-Being,” *International Journal of Human-Computer Interaction*, 34, 3: 265-275.

MANUSCRIPTS UNDER REVIEW

Brett Christenson, Christine Ringler, Nancy Sirianni, “Speaking Fast and Slow: How speech Rate of Digital Assistants Affects Likelihood to Use,” Under Review at the *Journal of Consumer Research*.

Broderick Lee Turner and **Brett Christenson**, “Should Alexa Be Alex? Gender Framing and Pitch of Voice on Consumer Perceptions of Warmth and Competence in Digital Assistants,” Under Review at the *Journal of Marketing*.

MANUSCRIPTS IN PROGRESS

Brett Christenson and Broderick Lee Turner, “No Alexa! Don’t Order Me That: Embarrassing Effects of Socially Present Digital Assistants,” Collecting Additional Data; Draft in Progress. Targeted to the *Journal of Consumer Research*.

Brett Christenson, Christine Ringler, “The Most Frightening Paper You’ve Ever Read: How Heightened Fear Leads to Greater Experience Satisfaction,” Data Collected and Analyzed; Draft in Progress. Targeted to the *Journal of Consumer Psychology*.

Karen Landay, **Brett Christenson**, Peter Harms, and Justin DeSimone, “Musical Minds: Effects of Cognitively Engaging Music on Employee Performance,” Data Being Collected. Targeted to the *Academy of Management Journal*.

Clay Voorhees, Ross Johnson, and **Brett Christenson**, “The Evil Smile: The Effects of Employee Emotional Labor Displays on Consumer Outcomes,” Data Being Collected. Targeted to the *Journal of Applied Psychology*.

CONFERENCE PRESENTATIONS

Broderick Lee Turner and **Brett Christenson**, “When ‘Gender-Neutral’ Isn’t Neutral: Gender Categorization of Digital Assistants and Liking of Products,” *Academy of Consumer Research*, Vancouver (Zoom), 2020.

Brett Christenson, “No Alexa! Don’t Order Me That: Embarrassing Effects of Socially Present Digital Assistants,” *Society for Consumer Psychology Conference*, Huntington Beach, CA, 2020.

Jaramillo Echeverri Maria Susana, Tom Baker, and **Brett Christenson**, “Understanding and Overcoming Social Anxiety in Service Encounters,” *Frontiers in Service Conference*, Austin, TX, 2018.

Christenson, Brett, and Christine Ringler, “The Most Frightening Presentation You’ve Ever Seen: Moderation of Fear via Construal and Its Effects Upon Satisfaction,” *Southeast Marketing Symposium*, Tuscaloosa, AL, 2018

Jaramillo Echeverri Maria Susana, **Brett Christenson**, and Tom Baker, “Understanding and Overcoming Social Anxiety in Service Encounters,” *Southeast Marketing Symposium*, Tuscaloosa, AL, 2018.

Christenson, Brett, Christine Ringler, and Nancy J. Sirianni, “Mr. Right vs. Mr. Right Now: The Impact of Male Physical Dominance on Women’s Consumption Patterns,” *Association for Consumer Research North America Conference*, San Diego, CA, 2017.

Jaramillo Echeverri Maria Susana, **Brett Christenson**, and Tom Baker, “Overcoming Social Anxiety in Service Encounters: The Mediating Effects of Reduced Social Discomfort During Service Encounters Upon Consumer Evaluations,” *Frontiers in Service Conference*, New York, NY, 2017.

**Best Poster Award Winner*

David, Meredith, Jim Roberts, and **Brett Christenson**, “Too Much of a Good Thing: Investigating the Association between Actual Smartphone Use and Individual Well-being,” *Association for Psychological Science Annual Convention*, Boston, MA, 2017.

UNIVERSITY SERVICE

Research Assistant, Culverhouse TIDE Behavioral Lab, University of Alabama (2016-2020)

Faculty Advisor, American Marketing Association, Baylor University (2013-2016)

Faculty Advisor, Brand Engagement and Promotions, Baylor University (2013-2015)

Internship Coordinator, Marketing Department, Baylor University (2013-2016)

Faculty Advisor, European Business Seminar, Baylor University (2013-2016)

Faculty Advisor, Up roar Records, Baylor University (2013-2015)

PROFESSIONAL AFFILIATIONS

American Marketing Association (2013-present)
Society for Consumer Psychology (2016-present)
Association for Consumer Research (2016-present)

TEACHING

Pennsylvania State University

MKT 812 – Evaluating Marketing Communications on the Digital World
Summer 2020 (graduate) – 41 students

MKT 449 – Sports Marketing Strategy
Fall 2020 (undergraduate) – 62 students

MKT 440 – Services Marketing
Spring 2021 (undergraduate)

BA 303 – Principles of Marketing
Spring 2021 (undergraduate)

University of Alabama

MKT 411 – Supply Chain Management
Summer 2019 (undergraduate) – 24 students; 4.95 rating (out of 5)

MKT 411 – Supply Chain Management
Spring 2019 (undergraduate) – 24 students; 4.51 rating (out of 5)

MKT 313 – Consumer Behavior
Fall 2018 (undergraduate) – 72 students; 4.51 rating (out of 5)

Baylor University

MKT 3305 – Principles of Marketing
Spring/Fall 2013-2016 (undergraduate) – 400+ students; 5.16 rating (out of 6)

MKT 4350 – Digital Marketing
Spring/Fall 2015-2016 (undergraduate) – 94 students; 5.36 rating (out of 6)

MKT 3320 – Advertising Procedures
Spring/Fall 2013 (undergraduate) – 63 students; 5.18 rating (out of 6)

MKT 4321 – Promotion Campaigns
Spring/Fall 2013 (undergraduate) – 59 students; 5.35 rating (out of 6)

MKT 4395 – Marketing Internship
Spring/Fall 2013-2016 (undergraduate) – 45 students

MKT 4324 – European Business Seminar/ International Marketing
Summer 2013-2016 (undergraduate) – 153 students

PROFESSIONAL EXPERIENCE

2013-2016 Lecturer, Baylor University

Taught several courses across Fall, Spring and Summer semesters as well as served as a faculty sponsor for the AMA chapter, the Baylor Brand Engagement and Promotions major, a study abroad program, and the university record label. Additionally, I created and maintained an active internship placement and course credit program for over 50 undergraduate students. Courses taught include consumer behavior, advertising, promotions, international marketing, and the creation of a new pair of courses focused on digital and social marketing, which have continued to be part of the Baylor marketing curriculum.

2011-2013 Business Intelligence Analyst for Global Services, ReachLocal

Managed over 100 small and medium business marketing campaigns across multiple social media platforms. This role included the creation and publishing of content related to the business, with the goal of attracting and retaining presence online, lead generation, and analysis of campaigns for optimization. Duties included the collection and analysis of campaign data, such as click-throughs, Google Adwords performance, and content engagement. Campaigns were run in the Midwest and northeast U.S. as well as Brazil, England, Germany, and Australia.

2010-2011 Ticket and Sponsorship Sales, FC Dallas

Performed inside and outside sales role focused on ticket sales as well as sponsorship opportunities for a major league soccer franchise. Duties included lead generation, phone sales, game day sponsorship activation, client hospitality, and development of new sponsorship opportunities.

2008-2010 Marketing Manager, DruckerLabs

Designed and purchased all marketing materials for the company, including advertising in print as well as radio advertising, conference materials, signage, product labels, and materials submitted to the FDA. Managed media calendar, conference travel and activation, as well as product branding and marketing campaigns.

2006-2008 Inside Sales, Anschutz Entertainment Group

Performed inside ticket sales role for the Los Angeles Lakers, Los Angeles Kings, LA Galaxy, LA Riptide, and the ATP tennis program in southern California. Duties included lead generation, phone sales, and game day sponsorship activation for all teams and events as well as additional sales for concerts and events taking place at the Staples center in downtown Los Angeles.