

HAAKON T. BROWN, Ph.D.

Jack H. Brown College of Business and Public Administration
California State University, San Bernardino
5500 University Parkway, San Bernardino, CA 92407

Office: (909) 537-5753
Fax: (909) 537-7515
hbrown@csusb.edu

ACADEMIC APPOINTMENTS

California State University, San Bernardino (2009-Present)

Interim Chair of the Marketing Department (Fall 2022 – Present)

Professor of Marketing (with tenure), 2020-Present

Associate Professor of Marketing (with tenure), 2015-2020

Director of Teaching, Jack H. Brown College of Business and Public Administration, 2015-2017

Assistant Professor of Marketing, 2009-2015

Drucker School of Management, Claremont Graduate University (2017-Present)

Adjunct Professor of Marketing

Instituto Tecnológico y de Estudios Superiores de Monterrey, Campus Guadalajara (Spring 2022)

Visiting Global Faculty

EDUCATION

Ph.D., Marketing, 2009

Kellogg School of Management, **Northwestern University**

MBA, New Product and Venture Development, 2001

Sloan School of Management, **Massachusetts Institute of Technology**

BS, Mechanical Engineering, 1995

Fu Foundation School of Engineering and Applied Sciences, **Columbia University**

COURSES TAUGHT

Marketing Principles (Undergraduate), Average Evaluation (5.6/6)

Consumer Behavior (Undergraduate/MBA), Average Evaluation (5.7/6)

Marketing Research (Undergraduate), Average Evaluation (5.42/6)

Sports & Entertainment Marketing (Graduate level), Average Evaluation (5.65/6)

Advanced Sports Marketing (Graduate level), Average Evaluation (5.72/6)

Advanced Entertainment Marketing (Graduate level), Average Evaluation (6/6)

Marketing Management (MBA), Average Evaluation (5.1/6)

Marketing Planning & Strategy (Undergraduate), Average Evaluation (6/6)

Effectively Marketing Through Social Media (Graduate level), Average Evaluation (NA)

Managerial Communication and Policy (MBA), Average Evaluation (NA)

RESEARCH INTERESTS

Self-control and Consumer Behavior

The Consumption of Sports & Entertainment

Attitude Certainty and Behavior

Cultural Effects on Consumption

Scholarship of Teaching & Learning

PUBLICATIONS

- Song, C.; Brown, H.; & Tameez, R. (2021). "The effectiveness of perceived social support in discount stores in Korea." *Asia Pacific Journal of Marketing and Logistics*, 33:4.
- Brown, H. T. (2019). "Putting off procrastination: How restricting future opportunities to exercise self-control improves present self-control performance." *Pan Pacific Journal of Business Research*, 10:2.
- Song, C.; Wang, T.; Brown, H. T.; & Hu, M. Y. (2019). "The role of tie strength in bank credit card referral reward programs with scarcity messages." *International Journal of Bank Marketing*, 38:2.
- Lumley, R., Newman, E., and Brown, H. T. (2015). "Hispanic Students Library Experience." *Contemporary Issues in Education Research*, 8:4.
- Ryan, Jason, Silvanto, Sari, & Haakon T. Brown, (2013). "The impact of experience-based MBA educational programs on international career mobility." *Journal of Global Mobility*, 1:1.
- Brown, Haakon T., (2012). "So what if I don't have an iPhone? The unintended consequences of using arrogance in advertising." *Journal of Applied Business Research*, 28:4.
- Brown, Haakon T., (2009). "Do or Do Not: The Impact of the Mental Simulation of Future Behavior on Attitude Certainty." Dissertation submitted to the Kellogg School of Management, Northwestern University. Advisor & Chair: Bobby J. Calder. Committee Members: Miguel Brendl, Edward Malthouse, and Derek Rucker.

CONFERENCE PROCEEDINGS

- Song, Chanho, Brown, Haakon T, & Tameez, Rami (2020). "Effectiveness of Perceived Social Support at Supermarkets in Korea." Proceedings of the 2020 Pan Pacific Business Research Conference, February 27-29, 2020. Pomona, CA.
- Brown, Haakon T. (2019). "The Effect of Promotional Giveaways on Consumer Likelihood to Attend a Sports Event." Proceedings of the 2019 Pan Pacific Business Research Conference, February 22-23, 2019. Pomona, CA.
- Jang, Yongseok, Song, Chanho, & Brown, Haakon T. (2018). "The Roles of Customer-Oriented CSR in the Context of Retailers' Shopping Centers." Proceedings of the 2018 International Conference on Business and Information (BAI), July 6, 2018. South Korea.
- Brown, Haakon T. (2016). "Putting Off Procrastination: How Restricting Future Opportunities to Exercise Self-Control Improves Present Self-Control Performance." Proceedings of the 2016 Pan Pacific Business Research Conference, February 25-27, 2016. Pomona, CA.
- Brown, Haakon T., & Lee, Sarah (2015). "Effective Nutritional Labeling for Improved Self-Control." Proceedings of the 2015 Pan Pacific Business Research Conference, February 26-28, 2015. Pomona, CA.
- Brown, Haakon T., (2014). "Optimal Implementation of Online Quizzes for Improved Learning Outcomes." Proceedings of the 2014 Marketing Educators' Association Conference, April 24-26, 2014. San Jose, CA.

- Brown, Haakon T. & Jason Ryan (2012). "Investigating the Mexican Coke Phenomenon: A Study of How Extrinsic and Intrinsic Cues Influence Consumer Choice." Proceedings of the International Business and Economics Research Conference, October 15-17, 2012. Las Vegas, NV.
- Brown, Haakon T., (2011). "Arrogance in Advertising: So What if I Don't Have an iPhone?" Proceedings of the International Business and Economics Research Conference, October 10-12, 2011. Las Vegas, NV. (Best paper in session)
- Rohm, M. S. Terrell, C. E. Tapie Rohm, & Haakon T. Brown, (2011). "Discovering a Joomla Exploit for Possible Malware: Social Engineering and a PHP BASE64 GIF Exploit." Proceedings of the International Information Management Association, October 10-12, 2011. New Orleans, LA
- Brown, Haakon T., (2010). "Two Strikes and You're Out? An Examination of the Thematic Elements Plaguing Sports Comedy Sequels." Proceedings of the International Business and Economics Research Conference, October 10-13, 2010. Las Vegas, NV.

SELECTED RESEARCH IN PROGRESS

- Brown, Haakon T., "The effect of Blackboard quiz deadlines on learning outcomes." Preparing manuscript for submission.
- Brown, Haakon T., "The Impact of the Mental Simulation of Behavior on Attitude Certainty." Preparing manuscript for submission.
- Brown, Haakon T., "The effects of nutritional label modifications on self-control." Currently collecting experimental data.
- Brown, Haakon T., and Jessi Newell "The effect of promotional giveaways on consumers' willingness to attend games." Currently collecting experimental data.
- Brown, Haakon T., "Fan Motivation to Attend and Willingness to Pay for the Superbowl." Currently in the literature review and planning stage.
- Brown, Haakon T., "Sports fan development." Currently in the literature review and theoretical development stage.

OTHER TEACHING EXPERIENCE

Northwestern University, School of Continuing Studies

Adjunct Professor of Marketing, 2009, Consumer Behavior

Searle Center for Teaching Excellence, Northwestern University

Participant, Graduate Teaching Certificate Program (2007-2008)

Kellogg School of Management, Northwestern University

Teaching Assistant, MBA Courses

Sales Force Management, Professor Andris Zoltners (2006, 2007)

Advanced Marketing Practicum, Professor Bobby Calder (2006, 2007)

Marketing Management, Professor Nidhi Agrawal (2006)

Manhattan Prep

GMAT Instructor and Tutor, (2006-2020)

Kaplan Test Prep

Instructor and Tutor, GMAT and English Courses (2002-2004)

AWARDS & RECOGNITION

Recipient of College Outstanding Service Award, Jack H. Brown College of Business and Public Administration, California State University, San Bernardino: 2017/2018 Academic Year
Recipient of College Outstanding Teaching Award, Jack H. Brown College of Business and Public Administration, California State University, San Bernardino: 2010/2011 and 2014/2015 Academic Years
2014 Faculty of the Year Award from the Interfraternity Council
CSUSB Panhellenic Council 2013 Certificate of Appreciation in Teaching

GRANTS & SCHOLARSHIPS

CSUSB Teaching Resource Center (TRC) Collaborating through Team Teaching (CTT) grant (\$8,000 total; \$4,000 individually): 2014
Non-competitive Summer Research Grant, College of Business and Public Administration, California State University, San Bernardino (\$4,000): 2010-2015
Graduate Fellowship, Northwestern University: 2004-2009
Rhode Island Chapter CPCU Scholarship: 1991

CONFERENCES AND WORKSHOPS ATTENDED

AACSB International Conference and Annual Meeting, 2023
Sport Marketing Association Conference, 2022
AACSB International Conference and Annual Meeting, 2021
CAA World Congress of Sports Comes to You, 2020
CLADEA National Assembly, 2016, 2017
AACSB Assessment of Learning 1 and 2, 2016
Dr. Brightman Master Teacher Workshop, 2016
AACSB Accreditation Conference, 2015
Association for Consumer Research Latin American Conference, 2014
Marketing Educators' Association Conference, 2012, 2014
Sport Marketing Association Conference, 2012
International Business and Economics Research Conference, 2010, 2011, 2012
Lilly-West Conference on College & University Teaching, 2011
Association for Consumer Research Conference, 2006, 2007
Association for Consumer Research Doctoral Symposium, 2005, 2006, 2007
First International Congress of Qualitative Inquiry, Urbana-Champaign, Illinois, 2005

AFFILIATIONS

American Marketing Association
Sport Marketing Association
Association for Consumer Research

UNIVERSITY SERVICE

California State University, San Bernardino

Faculty Senate, Vice Chair (2016-2019), Executive Committee (2015-2019), & JHBC Representative (2013-Present)
 Philanthropic Foundation Board of Directors, Faculty Representative (2013-2015, 2019-Present)
 University Curriculum Committee (2015-Present)
 Athletics Advisory Board, Committee Member (2013-2016)
 Vital Technology Initiative, Committee Member (2015-2017)

College of Business and Public Administration, California State University, San Bernardino

Bachelor of Arts in Administration Core Committee (2023-Present)
 JHBC Elections Officer (2015-Present)
 College Curriculum Committee, Chair (2015-Present), Marketing Department Representative (2010-Present)
 Quarter to Semester (Q2S) College Coordinator (2016-2020)
 Quarter to Semester (Q2S) BA Core Committee, Chair (2016-2020)
 Faculty Representative to the Business Alliance (2011-2015)
 Strategic Planning Committee (2011-2015)
 MBA Ad-Hoc Working Group, Vice Chair (2012-2014)
 Beta Gamma Sigma International CSUSB Chapter, Member (2010-Present), President (2012-2016)

Marketing Department, College of Business and Public Administration

American Marketing Association CSUSB Chapter, Advisor (2012-2016)
 Curriculum Committee Chair (2009-Present)
 Technology Committee Chair (2009-Present)

PROFESSIONAL SERVICE

Co-Chair Academic Paper Sessions, CLADEA 2017 Conference
 Judge, CSUSB Student Research Competition, 2014
 Session Chair, Marketing Educators' Association Conference, 2012
 Case Study Competition Judge for Sports Marketing Association Conference, 2012
 Session Chair, International Education Research Conference, 2012
 Area Chair (Marketing) and Session Chair for Pan-Pacific Business Research Conference, 2012-2020
 Ad-Hoc Reviewer for Society of Marketing Advances Conference, Buyer Behavior Track, 2011
 Conference Volunteer: Association for Consumer Research 2007

INDUSTRY EXPERIENCE & SERVICE

Keough-Kirby Associates (2001-2017): *Board of Directors, Member*

Self Employed (2001-2004)

Consultant and tutor for current and prospective MBA students

- Tutored all core MBA classes as well as electives for MIT Sloan School of Management students.
- Prepared MBA applicants for GMAT Exam and provided application review and advice.

Wheelhouse Corporation (2000)

Marketing strategy consultant for an internet marketing consulting firm

- Defined a new service initiative for the company and developed the marketing materials for this service which led to more than \$300k in new revenue.
- Researched and analyzed the consumer wireless internet market to determine the potential for client services in this market and outlined the structure for a new wireless internet practice.
- Developed an educational document and instructed management about the wireless internet.

Vivre (2000)

Marketing consultant for a luxury goods cataloger as part of a Sloan class

- Developed and conducted online and offline surveys of target customers to improve the usability and features of the website and to identify potential improvements or enhancements.
- Analyzed website traffic to improve advertising positioning and customer conversion rate.
- Evaluated the merger between Indulge.com and L'Art de Vivre to align strategic goals and improve coordination between the online and offline presences, as well as suppliers.

Deloitte Consulting (1998-1999)

Consultant

- Managed and implemented an expense management system at a large investment bank.
- Created a position paper to convey the implications of a merger between two large investment banks.
- Developed a sample deliverables document to aid the sales force of the change leadership practice.

Beverly Hills Motoring (1997-1998)

Consultant to the CEO and COO for a luxury automotive retailer/cataloger

- Improved customer service and sales cycle efficiency through the consolidation of disparate data.
- Increased online sales and sales leads through company website enhancements.
- Identified, evaluated, and recommended an integrated accounting and order fulfillment solution.

Computer Sciences Corporation Consulting (1995-1997)

Staff Consultant focused on the consumer products industry

- Conducted organizational impact assessments for major IT initiatives.
- Led design and implementation of custom order management solutions, including internet commerce.