Kirsten Anne Passyn

Baker School of Business
The Citadel
171 Moultrie Street
Charleston, SC 29409

kpassyn@citadel.edu (843)953-5164

EDUCATION

Post Doctorate. Department of Marketing. The Wharton School
University of Pennsylvania, Philadelphia, PA (September 2002- August 2004)

Ph.D. Department of Marketing. Smeal College of Business Administration,
Pennsylvania State University, University Park, PA, 2003

B.S. Pennsylvania State University, University Park, PA, 1996
Major: French. Minor: Business

ACADEMIC WORK EXPERIENCE

Associate Professor of Marketing. The Baker School of Business, The Citadel, Charleston, SC (August 2018 – Present)

Associate Chair and Associate Professor of Marketing. Department of Management & Marketing. The Perdue School of Business, Salisbury University, Salisbury, MD (July 2017 – June 2018)

Associate Professor of Marketing. Department of Management & Marketing. The Perdue School of Business, Salisbury University, Salisbury, MD (August 2012 – June 2018)

Assistant Professor of Marketing. Department of Management & Marketing. The Perdue School of Business, Salisbury University, Salisbury, MD (August 2005 – August 2012)

Assistant Professor of Marketing. Department of Marketing. Haub School of Business, St. Joseph's University, Philadelphia, PA (August 2004 – August 2005)

INDUSTRY WORK EXPERIENCE

Research Coordinator. Moskowitz Jacobs, Inc., White Plains, NY (1998)
Managed marketing research studies. Developed experimental procedures and instruction manuals. Analyzed results and prepared reports and presentations.

Manager. Discover Tours, Ramstein, Germany (1997)
Responsible for customer relations and promotions. Addressed customer complaints. Promoted and sold trips to individuals and groups.

Manager & Sales Associate. International Sport Horse Inc., Kirkwood, PA (1996)
Managed a team of employees and oversaw the care of 30 competition horses. Managed the promotion and breeding sales of 15 stallions. Trained and sold over 20 horses ranging from $75,000 to $125,000.

RESEARCH & SCHOLARLY ACTIVITIES

Research Interests

The impact of emotions and stress on decision-making and persuasion. Teaching and curriculum development.

Peer Reviewed Journal Publications

Stone, G.W., Jones, M.A., & Passyn, K. (2024) "The Impact of the Anthem Protest Movement and COVID on NFL viewership. *Atlantic Marketing Journal,* Vol (13)1.

Passyn, K. & Wright, S. (2023) " The Impact of Technology, Engagement, and Student Readiness on Student Learning in Blended Synchronous Environments." *Atlantic Marketing Journal,* Vol 12(2).

Passyn, K., Lebaron, D. & Riggle, R. (2022) "When Politics Disgust: Emotional versus Rational Processing of Attack Ads." *Journal of Nonprofit and Public Sector Marketing.* DOI: 10.1080/10495142.2022.2133062

Passyn, K. (2021) "Hello, Are You There: Creating and Measuring Online Student Engagement." *Atlantic Marketing Journal,* Vol 10(1).

Passyn, K. & Billups, M. J. (2019) "How to Improve Written Case Analysis and Reduce Grading Time: The One-Page, Two-Case Method." *Journal of Marketing Education,* Vol 41 (3), 215-229.

Passyn, K. (2019) "Adding Regret to Fear Appeals: When the Going Gets Difficult, Regret Gets Action." *Journal of Consumer Affairs,* 53(4), 1507 – 1534. https://doi.org/10.1111/joca.12254

Passyn, K., Diriker, M., & Settle R. B. (2013) "Price Comparison, Price Competition, and the Effects of ShopBots." *Journal of Business and Economics Research,* Vol 11(9), 401 – 415.

Passyn, K. & Sujan, M. (2012) "Skill- Versus Effort-Based Task Difficulty: A Task-Analysis Approach to the Role of Specific Emotions in Motivating Difficult Actions." *Journal of Consumer Psychology,* 22(3), 461 – 468.

Passyn, K. & Diriker, M. (2011). "The Regional MBA: Distinct Segments, Wants, and Needs." *American Journal of Business Education,* Vol 4(11), p. 43 - 54.

Passyn, K., Diriker, M., & Settle R. B (2011) "Images of Online Versus Store Shopping: Have the Attitudes of Men and Women, Young and Old Really Changed?" *Journal of Business and Economics Research,* Vol 9(1), 99 – 110.

Settle, R. B., Passyn, K., Diriker, M., & DiBartolo, G. R. (2010) "Tolerance of Intellectual Property Theft." *Journal of Business and Economics Research,* Vol 8(5), 71 – 78.

Alreck, P. L., DiBartolo, G.R., Diriker, M., Dover, H. F., Passyn, K., & Settle, R. B. (2009) "Time Pressure, Time Saving and Online Shopping: Exploring A Contradiction." *The Journal of Applied Business Research,* Vol 25(5), 85 – 92.

Passyn, K. & Sujan, M. (2006) **"**Self-Accountability Emotions and Fear Appeals: Motivating Behavior," *Journal of Consumer Research,* Vol 32(4), 583 – 589.

Recent Presentations and Proceedings

Passyn, K. & Dickens J. (2023) "Politicians, Social Media, and Authenticity?" Presentation and published in the *Atlantic Marketing Association Conference Proceedings*.

Stone, G. W., Jones, M. A., Passyn, K., & Montgomery, D. C. (2023) "Looking Back on the Anthem Protest Movement and COVID: An Exploratory Investigation of College & High School Student Supprt for NFL Football during the Anthem Protest and COVID Eras (2017 – 2022)." Presentation and Best in Track Paper at the Atlantic Marketing Association Fall Conference, published in the *Atlantic Marketing Association Conference Proceedings.*

Passyn, K. (2023) "Certified: Getting Students Job Qualified" Presentation and published in the *Atlantic Marketing Association Conference Proceedings*.

Passyn, K. & Morgan, H. (2023) "Roundtable: Teaching in the ChatGPT Era" Session Chair and moderator the *Atlantic Marketing Association Conference.*

Passyn, K. (2023) "Can You Teach Professionalism and Should You? Presentation, *Sales Educators' Academy*

Passyn, K. (2022) "Can You Mix Emotions for Intensity and Intention?" Presentation and published in the *Atlantic Marketing Association Conference Proceedings*.

Passyn, K. (2022) "Can you Teach Professionalism?" Presentation and published in the *Atlantic Marketing Association Conference Proceedings.*

Passyn, K. & Wright S. (2021) "Learning in a Hyflex Model?" Presentation and published in the *Atlantic Marketing Association Conference Proceedings*.

Passyn, K. (2020) "Quantitative vs. Qualitative Assessment of Online Student Engagement." Presentation and Best in Track Paper at the Atlantic Marketing Association Fall Conference, published in the *Atlantic Marketing Association Conference Proceedings.*

Passyn, K & Weeks M. (2019) "Incentivizing Better Writing: The Fatal Flaw Policy." Presentation and published in the *Atlantic Marketing Associating Conference Proceedings.*

Passyn, K. & Kurtz G. (2019) "The Influence of Social Media on Perceptions of Political Authenticity." Presentation and published in the *Atlantic Marketing Associating Conference Proceedings.*

Research Grants

Passyn, Kirsten "Summer Research Grant, The Citadel." 2020

Passyn, Kirsten "Summer Research Grant, The Citadel." 2019

Passyn, Kirsten (work with Judi Billups) "The One-Page Case Study." Perdue School Summer Research Grant, 2017

Passyn, Kirsten (work with David LeBaron) "The Long-Term Impact of Negative Political Advertising." Perdue School Summer Research Grant, 2011

Passyn Kirsten. Presenting "Cross-Cultural Student-Faculty Research," at the BUSINET conference in Istanbul, Turkey. Salisbury Foundation Grant, 2011

Passyn, Kirsten, (work with Barbara Kahn and Mary Frances Luce) "The Emotions and Decision Making. Marketing Science Institute Grant, 2006

Research Awards & Honors

Atlantic Marketing Association, Best in Track Paper Award: Sports Marketing, 2023
Looking Back on the Anthem Protest Movement and COVID: An Exploratory Investigation of College and High School Student Support for NFL Football during the Anthem Protest and COVID Eras, (with George Stone and Michael Jones).

Atlantic Marketing Association, Best in Track Paper Award: Marketing Education, 2020
Quantitative vs. Qualitative Assessment of Online Student Engagement.

Journal of Marketing Education, Editorial Commentary, Donald Bacon, 2019
Moving Forward with Research on Case-Based Learning: A Commentary on "How to Improve Written Case Analysis and Reduce Grading time: The One-Page, Two-Case Method, (with Judi Billups).

Journal of Business and Economics Research, Excellence in Research Award, 2016
Most downloaded paper of the year, *Price Comparison, Price Competition, and the Effects of ShopBots,* (with Memo Diriker and Robert Settle).

TEACHING

Teaching Interests

International Marketing, Strategic Marketing, Consumer Behavior, Marketing Principles, Persuasion and Advertising, Sales, Personal Branding and Networking

Teaching Experience

The Citadel. Principles of Marketing, Business Development I, Personal Branding and Networking, Create Your Own Adventure. MBA Essentials I, Marketing Strategy

Salisbury University. Principles of Marketing, Consumer Behavior, International Marketing. MBA Marketing Strategy

St. Joseph's University. Principles of Marketing, Consumer Behavior, MBA Buyer Behavior

Wharton, University of Pennsylvania. Principles of Marketing, MBA Consumer Behavior

Penn State. Buyer Behavior, Contemporary Marketing

Course Development at The Citadel

MKTG 302: Personal Branding and Networking
Developed to close employer-identified skill gap in soft-skills, with a focus on written communication, oral communication, time management, and general professionalism.

MKTG 405: Create Your Own Adventure
Developed to allow students to self-identify skill gaps, develop a learning program, and become certified.

Teaching Awards & Honors

Sales Educators' Academy, selected Innovations in Teaching presentation, 2023
Can You Teach Professionalism? And Should You?

Salisbury University, Faculty Appreciation Award, 2007
A student-nominated award for recognition of outstanding contributions to campus life

Fred Brand Jr. Award for Excellence in Graduate Teaching, 2002
Nominated by students and selected by a panel for this Penn State University-wide annual teaching award

Recent Faculty Development Activities

Sales Educators' Academy, Conference Attendance, 2023

CEITEL & De, Faculty Book Club, Growth Mindset 2022, Distracted 2023

HBS, Teaching in Online and Hybrid Classes: Key Elements for Success, Conference Attendance, 2020

SERVICE ACTIVITIES

Baker School of Business Service

BSB Advisory Board, Faculty Representative, since 2023

Faculty Standards Committee, Committee Member, since 2019

Beta Gamma Sigma, Faculty Advisor, since 2019

AOL, at Large Member, 2021 - 2023

Faculty Search Committees, Member, 2019, 2021, and 2022

The Citadel Service

Faculty Awards Committee, Member, since 2021

New Faculty Mentor, 2021 – 2022

Student Service

Woof Wednesday & Doggy Exam Breaks, Volunteer, since 2023

International Collegiate Sales Competition, Faculty Coach, 2019, 2022, 2023

National Shore Sales Challenge, Faculty Coach, 2020

National Sales Challenge, Faculty Coach, 2018

Professional Service

Program Chair for Atlantic Marketing Association, elected 2023, will serve in 2026

Editorial Review Board, Journal of Global Scholars of Marketing Science, since 2021

Reviewer for the Journal of Business Education, since 2023

Track Chair for Atlantic Marketing Association, since 2019

Reviewer for the Journal of Applied Social Psychology, since 2016

Reviewer for Advances in Applied Psychology, since 2016

Reviewer for Atlantic Marketing Association, since 2017

Current Community Service

MUSC, Paws Pet Therapy Team, since 2023

Wando Rugby, BOD Treasurer, since 2022