

Kirsten Anne Passyn
Associate Professor of Marketing
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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 Chair and Associate Professor of Marketing. Department of Management &
Marketing. The Perdue School of Business, Salisbury University, Salisbury, MD (July
2017 – Present)

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

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 standing at stud. Trained and sold over
20 horses ranging from \$75,000 to \$125,000.

RESEARCH INTERESTS

- The impact of emotions and stress on decision-making and persuasion
- The influence of attack advertising in the political context
- Decision making in the health context
- Teaching and curriculum development

ACADEMIC PUBLICATIONS

Peer Reviewed Journal Publications

“Price Comparison, Price Competition, and the Effects of ShopBots.” (with Memo Diriker and Rob Settle) *Journal of Business and Economics Research*, 2013

“Skill- Versus Effort-Based Task Difficulty: A Task-Analysis Approach to the Role of Specific Emotions in Motivating Difficult Actions.” (with Mita Sujjan) *Journal of Consumer Psychology*, 2012

“The Regional MBA: Distinct Segments, Wants, and Needs.” (with Memo Diriker) *American Journal of Business Education*, 2011

“Images of Online Versus Store Shopping: Have the Attitudes of Men and Women, Young and Old Really Changed?” (with Memo Diriker and Robert Settle) *Journal of Business and Economics Research*, 2011

“Tolerance of Intellectual Property Theft” (with Rob Settle, Memo Diriker, and Gerard DiBartolo) *Journal of Business and Economics Research*, 2010

“Time Pressure, Time Saving and Online Shopping: Exploring A Contradiction.” (with Pamela Alreck, Gerard DiBartolo, Memo Diriker, Howard Dover, and Robert Settle) *The Journal of Applied Business Research*, 2009

“Fear Appeals that Motivate Action: The Impact of Other Emotions,” (with Mita Sujjan) *Journal of Consumer Research*, 2005

Papers Under Revise and Resubmit

“The One-Page, Two Case Method,” (with M. J. Billups). at the *Journal of Marketing Education*

“Enhancing Personal Responsibility and Erasing Self Doubt: When the Going Gets Tough Regret Gets Action,” at the *Journal of Consumer Affairs*

PROFESSIONAL SERVICE

Reviewer for the Association of Consumer Research Conference, since 2007

Reviewer for the AMA Collegiate Conference, since 2009
Reviewer for the European Journal of Personality, since 2013
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

PRESENTATIONS AND PROCEEDINGS

Passyn, Kirsten “An Emotional Perspective on Political Attack Advertising.”
Presentation at the Atlantic Marketing Association Fall Conference, New Orleans, LA
September 2018

Passyn, Kirsten “Motivating Meningitis Vaccinations.” Presentation at the Atlantic
Marketing Association Fall Conference, Williamsburg, VA September 2017

Passyn, Kirsten “The One-Page Case Study.” Presentation at the Atlantic Marketing
Association Fall Conference, Williamsburg, VA September 2017

Passyn, Kirsten “A Method to Improve Case Analysis in Two Cases.” Presentation at the
Marketing Management Fall Conference, Providence, Rhode Island, September 2016

Passyn, Kirsten, Memo Diriker “Cross-Culture Student and Faculty Research.” Invited
Presentation at BUSINET conference, Istanbul, Turkey, November 2011

Passyn, Kirsten “An International Survey of the MBA Student Perspective.”
Presentation at NIBS Conference, Maastricht, Netherlands, May 2011

Passyn, Kirsten, Mita Sujun “Skill vs. Effort Based Difficulty: The Role of
Emotions in Motivating Actions.” Working Paper Session at the Association of
Consumer Research Conference, Jacksonville, Florida, October 2010

Passyn, Kirsten, Mita Sujun “The Role of Regret under Task Difficulty: A Boomerang
Effect,” Working Paper Session at the Association of Consumer Research Conference,
San Francisco, California, October 2008

Passyn, Kirsten, Mary Frances Luce, and Barbara Kahn “Health Marketing: How
Consumers Cope,” Special Session at the Association of Consumer Research Conference,
Orlando, Florida, October 2006

Passyn, Kirsten “Consumer Activism” Competitive Session at the Association of
Consumer Research Conference, San Antonio TX, October 2005

Grasshoff, Kirsten and Patti Williams “Layered Not Stirred: Mixing for Emotional
Intensity and Compliance,” Special Session at the Society for Consumer Psychology
Winter Conference, St. Petersburg, FL, February 2005

RESEARCH GRANTS

Passyn, Kirsten (work with Judi Billups) “The One-Page Case Study.” A \$3,000 Perdue School Summer Research Grant, 2017

Passyn, Kirsten (work with David LeBaron) “The Long-Term Impact of Negative Political Advertising.” A \$3,000 Perdue School Summer Research Grant, 2011

Passyn Kirsten. Presenting “Cross-Cultural Student-Faculty Research,” at the BUSINET conference in Istanbul, Turkey. A \$1,000 Salisbury Foundation Grant, 2011

Passyn, Kirsten, Barbara Kahn, and Mary Frances Luce. “The Emotions and Decision Making. A \$2,500 Marketing Science Institute Grant, 2006

TEACHING INTERESTS

International Marketing, Strategic Marketing, Consumer Behavior, Marketing Principles, Persuasion and Advertising, Marketing Analytics, Personal Selling

TEACHING EXPERIENCE

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

TEACHING AWARDS

Faculty Appreciation Award, 2007

A student nominated award for recognition of outstanding contributions to campus life at Salisbury University

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