

# Brian Baldus



**Position** Associate Professor of Marketing

**Discipline** Marketing

**Final Degree** Ph.D. in Marketing, Michigan State University

## **Faculty Contact Info**

**Office** Tahoe Hall 2015

**Phone** 916-278-6978

**Email** [baldus@csus.edu](mailto:baldus@csus.edu)

## **Biography**

Dr. Brian Baldus is an Associate Professor of Marketing at California State University, Sacramento. Brian completed his Ph.D. in Marketing at Michigan State University under the direction of Roger Calantone, Clay Voorhees, Tomas Hult, and Cornelia Droge. Prior to earning his Ph.D., Brian graduated from Brigham Young University with a bachelor's degree in management with a minor in entrepreneurship.

Brian's research centers on online brand communities, marketing strategy, marketing education and public procurement. Brian focuses on problems that have implications for marketing theory and practice. While studying these problems, he likes to employ multiple methodologies to better understand underlying phenomena and generate new insights. Brian's research has been published in the Journal of Retailing, Journal of Business Research, Journal of Internet Commerce, and the Journal of Purchasing and Supply Management. He has also presented his research at leading marketing conferences such as the American Marketing Association's (AMA) Winter and Summer Educators' Conferences, Academy of Marketing Science, Marketing Educators Association

Conference, and others. Brian regularly collaborates and consults with multiple organizations on research projects.

Brian is very involved in student success and community engagement. He is the current faculty director for the Center for Teaching and Learning's Summer Teaching Institute. He has served for three years as the Faculty Coordinator for the Center for Small Business, five years as the VP of Collegiate Relations for AMA Sacramento Valley Chapter. He has also served for over five years as the Faculty Adviser to the AMA Student Club at Sacramento State. Brian's teaching philosophy is to create "high-fidelity" learning experiences that help students acquire and apply relevant knowledge. He is known for his passion for all things marketing and technology, engaging students in discussions, and striving to continually innovate. Brian has taught a range of courses including: marketing strategy (graduate and undergraduate), digital marketing, principles of marketing (undergraduate and honors), marketing research, international business, and a number of workshops on student response systems and online survey techniques.

### **Areas of Interest**

#### **Teaching**

- Marketing Strategy
- Marketing Management
- Digital Marketing
- Marketing Research
- Principles of Marketing
- Personal Selling and Sales Management
- International Marketing

#### **Research**

- Marketing Strategy
- Relationship Marketing and Online Brand Communities
- Marketing Research Online Communities
- Sales Management

### **Faculty Scholarship**

#### ***Refereed Journal Articles***

*Journal Article, Academic Journal*

Baldus, B., Hatton, L. (2019). U.S. Chief Procurement Officers' Perspectives on Public Procurement. *Journal of Purchasing and Supply Management*. <https://doi.org/10.1016/j.pursup.2019.05.003>

Hughes, D., Richards, K., Calantone, R., Baldus, B., Spreng, R. (2019). Driving In-Role and Extra-Role Brand Performance among Retail Frontline Salespeople: Antecedents and the Moderating Role of Customer Orientation. *Journal of Retailing*, 95(2), 130-143.

<https://doi.org/10.1016/j.jretai.2019.03.003>

Baldus, B. (2018). Leveraging Online Communities to Support the Brand and Develop the Community. *Journal of Internet Commerce*, 17(2). <https://doi.org/10.1080/15332861.2018.1433909>

Baldus, B. (2015). Insight Generation with Marketing Research Online Communities (MROCs). *Journal of Internet Commerce*, 14(4). <https://doi.org/10.1080/15332861.2015.1101945>

Baldus, B., Voorhees, C., Calantone, R. (2015). Online Brand Community Engagement: Scale Development and Validation. *Journal of Business Research*, 68(5), 978-985.

<https://doi.org/10.1016/j.jbusres.2014.09.035>

***Other Intellectual Contributions***

*Technical Report*

Baldus, B., Austin, M. S. (2013). *The Rules of Community Engagement*. Boston, MA: Communispace: Best Practices.