

# Christian Bushardt

## Curriculum Vitae

### University Address:

Louisiana Tech University  
College of Business  
P.O. Box 10318  
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### Contact Information:

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### Education

Doctor of Business Administration  
Louisiana Tech University  
Major: Marketing  
Minors: Quantitative Analysis, Psychology

09/2014 – Anticipated: August 2019

Masters of Business Administration  
Louisiana Tech University

03/2014 – 8/2018

Bachelor of Business Administration  
Soules College of Business  
The University of Texas at Tyler

09/2010 – 12/2013

### Dissertation

Dissertation Title: “Ignorance is bliss?”  
Dissertation Chair: Barry J. Babin  
Dissertation Committee: Doug Amyx  
Bruce Alford  
Eric Harris (external)

Proposal Defense: January, 2019

Final Defense: August, 2019

### Abstract:

Companies are ever-more investing in creative payment and purchasing methods. While convenient, these creative methods often reduce specific price information available to consumers before and during purchase. My research addresses the question of how a drop in price information salience due to an individual difference or contextual variables affects several cognitive and behavioral outcomes. Construal level theory, psychological distance and action identification offer potential explanations of consumers’ willingness to forgo price information under certain purchase conditions or due to particular individual difference characteristics. Using managerial relevant variables, the dissertation expands the understanding of what conditions affect consumers' willingness to forgo price information for frequently purchased packaged goods.

### Peer-Reviewed Publications

Babin, Barry J. and Christian Bushardt, “Third Party Ratings and the U.S. Wine Market.” Accepted to *International Journal of Wine Business Research* (Forthcoming)

### Peer-Reviewed Conference Proceedings (including abstracts)

Babin, Barry J., Christian Bushardt, and Laurie Babin (2018), “Six of One, Half Dozen of the

Other,” 2018 Academy of Wine Business Research Conference, Sonoma, California, (Forthcoming)

Bushardt, Christian, (2017) “Investigating Construal Level of Expert 3rd Party Reviews in Domestic and French Wine Markets,” *Ethical Decisions in Lifestyle Choices*, 2017 Society for Marketing Advances Annual Conference, Louisville, Kentucky, p. 280.

Bushardt, Christian, and Barry J. Babin (2017), “3rd party expert wine ratings and wine performance in the U.S. wine market: who's the fairest of them all?,” *People, Performance & Passion: Evolving Research Perspectives*, 2017 Academy of Wine Business Research Conference, Sonoma, California, p. 72.

Bushardt, Christian (May, 2016). “Does Wine Price Percent Change Relate To An Expert Third Party Wine Rating? A Quick Look At One Of The Gurus Of Wine Ratings,” *Developments in Marketing Science*, Academy of Marketing Science 2016 Annual Conference, Disney World, Florida, p. 879.

### **Conference Presentations**

Amin, Saleh, Ellis Chefor, and Christian Bushardt (June, 2018). “Revisiting Consumer Brand Engagement (CBE)” *Developments in Marketing Science*, Academy of Marketing Science 2018 World Marketing Congress, Porto, Portugal,

Bushardt, Christian (March, 2017). “Consumer-Brand Identification & Consumer-Brand Disidentification – Revisiting Validity,” *Bodies of Work: The Human Body in Various Forms*, The University of Southern Mississippi, Hattiesburg, Mississippi.

Bushardt, Christian (February, 2017). “Typography in Visual Prices”, 2017 Louisiana Tech Student Research Symposium, Louisiana Tech University, Ruston, Louisiana.

### **Other Publications**

Obal, Michael, Nina Krey, and Christian Bushardt (2015), “Let’s Get Engaged! Crossing the Threshold of Marketing’s Engagement Era,” *Developments in Marketing Science*, Proceedings of the 2014 Academy of Marketing Science (AMS) Annual Conference, Switzerland: Springer International Publishing AG.

### **Selected Working Papers**

Bushardt, Christian. “Typography in price presentation”, Literature Review in Progress

Bushardt, Christian. “Your, Our, The: How Ownership distance influences compliance and purchase evaluation”, Setting up Experimental Design

Bushardt, Christian. “What they don’t know won’t hurt them”, Setting up experimental design

### **Research Interest**

Typeface in a Pricing Context

Expert 3<sup>rd</sup> Party Ratings and Their Relation to Price/Demand

Price Information Salience in Consumer Choice

## Consumer Engagement & Information Processing

### Reviews

Conferences      2018, 2017, 2016 Society for Marketing Advances  
2018, 2017 Academy of Wine Business Research  
2018, 2017 Academy of Marketing Science World Marketing Congress  
2016 Atlantic Marketing Association

### Service

Intellectual Property Committee      2018 - 2019  
Louisiana Tech University

2018 Academy of Marketing Science World Marketing Congress      06/29/2018  
Session Discussion Leader  
Pricing and Customer Value Creation

2018 Academy of Marketing Science Annual Conference      05/24/2018  
Doctoral Colloquium Special Session Panel Member  
DOCTORAL COLLOQUIUM: What are Specific Aspects of One's PhD.  
Program that Create Counterproductive Experiences in a Student's Learning?

Doctorate of Business Administration Association      2014 - 2018  
Secretary/Webmaster  
Louisiana Tech University

College Advisory Board      2015 - 2018  
Louisiana Tech University

College of Business Graduate Policies and Assessment Committee      2016 - 2018  
Louisiana Tech University

2017 Academy of Marketing Science Annual Conference      05/26/2017  
Session Discussion Leader  
Communication Shake-Down: Findings from Food Advertising and Message  
Research

2017 Academy of Marketing Science Annual Conference      05/25/2017  
Doctoral Colloquium Special Session Panel Member  
The Difficulties, Issues, And Pitfalls Doctorate Students Must Conquer In  
Becoming A Researcher, Author, And Scholar

Mortgage Contracting Services      2017  
Professional Email Consulting and Workshop

Assistant to the Marketing Associate Editor      2014 - 2016  
Journal of Business Research  
*Managed editorial submission system including maintained status updates, assigned  
reviewers, evaluated manuscript guidelines adherence and plagiarism evaluation.*

### **Organizational Memberships**

Marketing Management Association	2017 - Current
Society for Marketing Advances	2017 - Current
American Marketing Association	2016 - Current
Academy for Marketing Science	2015 - Current

### **Academic Work Experience**

MARK 3325 – Retailing in the 21<sup>st</sup> Century (Online) 2018 (Fall)  
*The University of Texas at Tyler*

QA 233 – Basic Business Statistics 2018 (Fall)

MKTG 425 - Sales Management 2017 (Winter)

MKTG 425 - Sales Management 2017 (Fall)

MKTG 425 - Sales Management 2016 (Fall)

QA 233 - Basic Business Statistics 2015 (Fall)  
*Team Taught - Hypothesis testing, Population Differences, Simple Linear Regression*

Academy of Marketing Science Graduate Assistant 2016 - 2018  
*Organized registrations, awards, promotional materials and other elements for conference attendees and organizers, managed website materials, databases, communicated with members, and other various supporting activities for members, executive council, and officers of the Academy of Marketing Science*

### **Teaching Assistantships**

<i>Course</i>	<i>Professor</i>	<i>Term</i>
MKTG 530 – Marketing Management	Barry J. Babin	2017 (Winter)
MKTG 300 - Marketing Principles & Policies	Sean Dwyer	2016 (Winter)
BUSN 500 – Critical Thinking for Business	Barry J. Babin	2016 (Winter)

### **Professional Development**

Academy of Marketing Science Excellence in Marketing Education Professional Development Series - Program 1, May 2016

### **Selected Coursework**

#### Marketing

Structural Equation Modeling	Barry J. Babin
Marketing Theory	Barry J. Babin
Seminar in Buyer Behavior	Laura Flurry
Marketing Strategy	Doug Amyx
Research Methods	Bruce Alford

#### Quantitative Analysis

Applied Regression Analysis	Hani Mesak
Applied Design and Analysis of Experiments	Hani Mesak

Applied Multivariate Statistics

Hani Mesak

Psychology

Cognitive Psychology

Jeffrey J. Walczyk

Theories of Social Psychology

Jerome Tobacyk

**Awards/Achievements**

Academy of Marketing Science Doctoral Fellow Assistantship	2016 - 2018
Marketing Management Association Doctoral Consortium	2017
Virginia S. Thompson Superior Graduate Student Scholarship	2017
Boy Scouts of America - Eagle Scout	2006

**Professional Experience**

Miller Homes Group, Tyler Texas	2013 - 2017
Marketing Manager/Information Technology Manager	

Silent Salesmen Consulting, Hattiesburg Mississippi	2008
Sales Assistant	

**Skills**

*Software*

SPSS

JMP

Adobe Photoshop, Illustrator, Captivate

Website Development – Wordpress/Weebly

*Physical Labor*

Woodworking

Metalworking

Home Repair and Remodel / Construction

Information Technology Infrastructure

**Personal Interests**

Computers and Information Technology

Personal Computer Gaming

Product Design, Improvement and Innovation

Cooking & Fine Dining

Theater

Art/Paintings

Music/Piano

Outdoor Activities & Recreation

New & Unique Experiences

**References**

**Dr. Kerri M. Camp**

The University of Texas at Tyler

Associate Professor of Marketing

Associate Dean, Soules College of Business

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**Dr. Barry J. Babin**

Louisiana Tech University

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Department of Marketing and Analysis  
College of Business  
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**Dr. Douglas Amyx**  
Louisiana Tech University  
Associate Dean of Graduate Programs  
Department of Marketing and Analysis  
College of Business  
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