Jacob (Jake) R. Brower

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EDUCATION

Ph.D., Marketing, McCombs School of Business, The University of Texas at Austin, May 2011.
M.S., Marketing, McCombs School of Business, The University of Texas at Austin, August 2008.
M.A., Economics, Maxwell School of Citizenship and Public Affairs, Syracuse University, August 2003.
B.A., Economics, magna cum laude, State University of New York College at Geneseo, 2001.

RESEARCH INTERESTS

Marketing Strategy, Corporate Social Responsibility/Sustainability, Social Entrepreneurship and Innovation, Corporate Reputation Management, Loyalty and Reward Programs, Marketing Metrics, Ethical/Prosocial Consumer Behavior

TEACHING INTERESTS

Marketing Strategy, Marketing Analytics/Marketing Engineering, Digital Product Strategy/Management, New Product Development and Design Thinking, Corporate Social Responsibility and Sustainability, Marketing Research, Intro/Intermediate Marketing Principles

EMPLOYMENT HISTORY

Academic Experience

Distinguished Faculty Fellow of Marketing, July 2019-Present
Associate Professor of Marketing (with tenure), July 2019-Present
Assistant Professor of Marketing (July 2011- July 2019)
Smith School of Business, Queen's University, Kingston, ON, Canada

Commerce Program
Introductory Marketing (Core): Winter 2012-2015; *instructor rating: 4.7/5 (10 sections)*
Marketing II (Core): Winter 2016-2021, team taught; instructor *rating: 4.6/5 (27 sections)*
Marketing Strategy (Elective): Winter 2015-present; *instructor rating 4.9/5 (10 sections, 3 in progress)*
Professional Programs
Digital Marketing Module: April 2022 (Accelerated MBA) (*in preparation*)
Marketing Analytics Module: April 2022 (Accelerated MBA) (*in preparation*)
Design Thinking and Customer Need Discovery: Fall 2022 (MDPM) (*in preparation*)
Digital Product Marketing: Summer 2023 (MDPM) (*in preparation*)
MSc/PhD in Management Program
Marketing Strategy and Management II (MSc/PhD Seminar): Fall 2014

Assistant Instructor/Research Assistant (August 2006-May 2011)
McCombs School of Business, The University of Texas at Austin, Austin, Texas
Principles of Marketing (undergraduate): Summer 2009, *instructor rating: 5.0/5.0*

Relevant Industry Experience

KNOWLEDGE SYSTEMS AND RESEARCH, INC. (KSR Inc.), August 2004 – May 2006, Syracuse, NY

Principal: Market Research Analyst and consultant to a broad range of service industries in both consumer oriented and B-to-B contexts, including Fortune 500 clients in telecommunications, business services, transportation/logistics and retail. Research scope focused on segmentation, branding, benchmarking, tracking, service and product development, and legal research.

REFEREED PUBLICATIONS

Brower, Jacob, Monica C. LaBarge, Lauren White and Marc Mitchell. (2020) Examining Individual Responsiveness to an Incentive-Based Mobile Health App: A Longitudinal Observational Study. *Journal of Medical Internet Research*. 22(8):e16797.

Brower, Jacob and Peter Dacin (2020), An Institutional Theory Approach to the Evolution of the Corporate Social Responsibility – Corporate Financial Performance Relationship. *Journal of Management Studies*, 57(4), 805-836.

Brower, Jacob and Pravin Nath (2018). How Top Management Team (TMT) Characteristics Encourage a Market Orientation: The Roles of CEO and TMT Marketing Experience and CMO Presence. *Marketing Letters*, 29(4), 405-419.

Brower, Jacob, Saim Kashmiri and Vijay Mahajan (2017). Signaling Virtue: Does Firm Corporate Social Performance Trajectory Moderate the Social Performance-Financial Performance Relationship? *Journal of Business Research*, 81(December), 86-95.

Brower, Jacob & Katie Rowe (2017). Where the Eyes Go, the Body Follows?: Understanding the Impact of Strategic Orientation on Corporate Social Performance. *Journal of Business Research, 79*(October), 134-142.

Kashmiri, Saim and **Jacob Brower** (2016). Oops! I Did it Again: Effect of Corporate Governance and Top Management Team Characteristics on the Likelihood of Product-Harm Crises. *Journal of Business Research, 69*(2), 621-630.

Brower, Jacob and Vijay Mahajan (2013). Driven to Be Good: A Stakeholder Theory Perspective on the Drivers of Corporate Social Performance. *Journal of Business Ethics, 117*(2), 313-331.

Luchs, Michael G., **Jacob Brower** and Ravindra Chitturi (2012). Product Choice and the Importance of Aesthetic Design given the Emotion-laden Trade-off between Sustainability and Functional Performance. *Journal of Product Innovation Management, 29*(6), 903-916.

- *Reprinted, 2016: "Produktwahl und aesthetisches Design: der emotionsgeladene Trade-off zwischen Nachhaltigkeit und Funktionalitat" in Nachhaltiger Konsum: Institutionen, Instrumente, Initiativen. K. Jantke, F. Lottermoser, J. Reinhardt, D. Rothe and J. Stöver, eds. Nomos Publishing: Germany.*

REFEREED CONFERENCE PROCEEDINGS

Brower, Jacob and Joel A. Mohr (2018), "The Moderating Effects of Environmental Knowledge and Concern on Consumer Responses to Green Claim Quantity", in *Marketing and Public Policy Conference Proceedings Volume 28*, eds. K. Easwar, C. Lamberton and R. Walker Reczek, American Marketing Association, 144-145.

Kashmiri, Saim and Jacob Brower (2013), "Oops I Did it Again: Are Some Firms More Likely to Experience a Product-Harm Crisis?", in *Annals of the Society for Marketing Advances Volume 2,* ed. Kevin J. Shanahan*,* 212-213.

Luchs, Michael G., Jacob Brower and Ravindra Chitturi (2011), "Product Choice and the Benefit of Design

given a Trade-off between Sustainability and Functional Performance", in the *18th International Product Development Management Conference Proceedings,* European Institute for Advanced Studies in Management.

Luchs, Michael G., Jacob Brower and Ravindra Chitturi (2010), "Trading-Off Sustainability: Choice and Willingness-to-pay Given a Trade-off Between Sustainability and Functional Performance", in *Marketing and Public Policy Conference Proceedings Volume 20*, eds. Kenneth C. Manning, Kathleen J. Kelly and David E. Sprott, American Marketing Association, 24-25.

CONFERENCE AND OTHER INVITED PRESENTATIONS (* denotes presenter)

Brower, Jacob* and Monica LaBarge, Social Marketing 2.0: Exploring Incentive-Based Wellness Apps and Behavioral Change. Invited presentation at Jake Jabs College of Business and Entrepreneurship, Montana State University, Bozeman, Montana, USA, February 2022.

Brower, Jacob*. Putting Segmentation to Work. Invited presentation at Queen's Innovation Centre Summer Initiative, Queen's University, Kingston, ON, May 2021.

Brower, Jacob*. A Brief Primer on Creating Asynchronous Content. Invited presentation as part of Smith School of Business Pedagogy Café Virtual Learning Workshop, Queen's University, Kingston, ON, January 2021.

Brower, Jacob*. Putting Segmentation to Work. Invited presentation at Queen's Innovation Centre Summer Initiative, Queen's University, Kingston, ON, July 2020.

Brower, Jacob* and Peter Dacin, An Institutional Theory Approach to the Evolution of the Corporate Social Responsibility – Corporate Financial Performance Relationship. Invited presentation at Otago Business School, University of Otago, Dunedin, New Zealand, February 2020.

Brower, Jacob* and Peter Dacin, An Institutional Theory Approach to the Evolution of the Corporate Social Responsibility – Corporate Financial Performance Relationship. Invited presentation at University of Saskatchewan Edwards School of Business, Saskatoon, SK, October 2019.

Brower, Jacob* and Monica LaBarge*. Implementing and Managing a Team-Based Learning Environment. Invited presentation at Queen's Centre for Teaching and Learning Teaching Development Day, Queen's University, Kingston, ON, September 2019.

Brower, Jacob*. Putting Segmentation to Work. Invited presentation at Queen's Innovation Centre Summer Initiative, Queen's University, Kingston, ON, June 2019.

Brower, Jacob* and Peter Dacin, An Institutional Theory Approach to the Evolution of the Corporate Social Responsibility – Corporate Financial Performance Relationship. Invited presentation at Trinity School of Business, Trinity College of Dublin, Dublin, Ireland, May 2019.

Brower, Jacob*, Monica C. LaBarge, Lauren White and Marc Mitchell. Examining Individual Responsiveness to an Incentive-Based Consumer Mobile Health App: An Analysis of the Carrot Rewards App Roll Out in British Columbia. Invited keynote presentation at Nudge 2.0 Conference, Toronto, ON, November 2018.

Brower, Jacob* and Peter Dacin, An Institutional Theory Approach to the Evolution of the Corporate Social Responsibility – Corporate Financial Performance Relationship. Invited presentation at Telfer School of Management, University of Ottawa, Ottawa, ON, October 2018.

Brower, Jacob* and Peter Dacin, An Institutional Theory Approach to the Evolution of the Corporate Social Responsibility – Corporate Financial Performance Relationship. Centre for Social Impact Brown Bag Series, Smith School of Business, Queen's University, Kingston, ON, October 2018.

Brower, Jacob*. Marketing Metrics and Strategy: A Brief Primer. Invited presentation at University of Saskatchewan Edwards School of Business, Department of Marketing MSc Research Camp, October 2018.

Brower, Jacob*, Monica C. LaBarge*, Lauren White and Marc Mitchell. Examining Individual Responsiveness to an Incentive-Based Consumer Mobile Health App: An Analysis of the Carrot Rewards App Roll Out in British Columbia. Invited presentation at University of Saskatchewan Edwards School of Business, Department of Marketing MSc Research Camp, October 2018.

Brower, Jacob*, "Corporate Social Responsibility: Source of Competitive Advantage or Cost of Doing Business", 10th Int'l. Corporate Identity and Associations Research Group Conference, Reading, UK, September 2016.

Brower, Jacob* and Kathleen Guiney, "Where the Eyes Go, the Body Follows?: Understanding the Impact of Firm Stakeholder Emphasis on Corporate Social Responsibility", Centre for Social Impact Brown Bag Series, Smith School of Business, Queen's University, Kingston, ON, December 2015.

Brower, Jacob*, "Corporate Social Responsibility: Source of Competitive Advantage or Cost of Doing Business", Smith School of Business Research Showcase, Queen's University, Kingston, ON, November 2015.

Brower, Jacob* and Kathleen Guiney, "Where the Eyes Go, the Body Follows?: Understanding the Impact of Firm Stakeholder Emphasis on Corporate Social Responsibility", Faculty Research Seminar Series, Queen's School of Business, Queen's University, Kingston, ON, October 2013.

Brower, Jacob* and Vijay Mahajan, "The CSR Black Hole: Does Firm Corporate Social Performance History Have an Impact on the Social Performance-Financial Performance Relationship?", Faculty Research Seminar Series, Queen's School of Business, Queen's University, Kingston, ON, November 2012.

Brower, Jacob* and Vijay Mahajan, "The CSR Black Hole: Does Firm Corporate Social Performance History Have an Impact on the Social Performance-Financial Performance Relationship?", Fordham University, New York, NY, October 2010.

Brower, Jacob* and Vijay Mahajan, "The CSR Black Hole: Does Firm Corporate Social Performance History Have an Impact on the Social Performance-Financial Performance Relationship?", Oregon State University, Corvallis, OR, September 2010.

Brower, Jacob* and Vijay Mahajan, "The CSR Black Hole: Does Firm Corporate Social Performance History Have an Impact on the Social Performance-Financial Performance Relationship?", Iowa State University, Ames, IA, September 2010.

Brower, Jacob* and Vijay Mahajan, "The CSR Black Hole: Does Firm Corporate Social Performance History Have an Impact on the Social Performance-Financial Performance Relationship?", Queen's University, Kingston, ON, September 2010.

Brower, Jacob* and Vijay Mahajan, "The CSR Black Hole: Does Firm Corporate Social Performance History Have an Impact on the Social Performance-Financial Performance Relationship?", Colorado State University, Fort Collins, CO, September 2010.

Luchs, Michael G.*, Jacob Brower and Ravindra Chitturi, "Sustainable Consumption: The Sustainability Liability and Trading-off Sustainability", presented at the Carlson Institute for Research in Marketing Sustainability Conference, October 20-22, 2010, Minneapolis, Minnesota.

Brower, Jacob* and Vijay Mahajan, "The CSR World: Which Companies are More Likely to have a CSR Initiative?", talk presented at Second Annual International Conference on Business and Sustainability: Designing Sustainability, October 15-17, 2008, Portland State University, Portland, Oregon.

CONFERENCES AND WORKSHOPS ATTENDED

- Breakthrough Customer Experience Strategy, MIT Sloan Executive Education, December 2021
- Digital Business Strategy (online course), MIT Sloan Executive Education, November 2021
- Mastering Design Thinking (online course), MIT Sloan Executive Education, February 2022

- Anti-Racist Pedagogy: An Introduction to Key Concepts and Practices, Queen's Centre for Teaching and Learning, Feb 2021
- Indigenous Research Workshop: "20 Ways for Researchers and REBs to Just Suck Less in Indigenous Research", Fall 2020
- Positive Space Workshop on Sexual and Gender Diversity, Queen's University, Summer 2020
- Equity, Diversity, Inclusion and Indigeneity (EDII) Workshop Series, Smith School of Business, 2020
  - Power, Privilege and Bias (August 2020)
  - Navigating Difficult Conversations (August 2020)
  - Conversations on Decolonization (September 2020)
  - Universal Design for Learning (November 2020)
  - Notes on (Trans) Gender: Toward a 'Cis'tem Failure (February 2021)
- Course Design @ Queen's Workshop, Queen's University, July 16-18, 2019
- Innovation and Design Thinking Workshop, Queen's Executive Education, April 24-25, 2019
- Ivey Case Teaching and Writing Workshop, Toronto, Ontario, Canada, Nov 10-13, 2015
- Environics Media Relations Training, November 2014
- American Marketing Association - Marketing and Public Policy Conference
  - Washington, DC, USA – June 2019 (Faculty Mentor)
  - Columbus, OH, USA – June 2018
  - Washington, DC, USA – June 2017
  - Boston, MA, USA – June 2014
  - Washington, DC, USA – May 2013
  - Atlanta, Georgia, USA – June 2012
  - Denver, Colorado, USA – May 2010
- American Marketing Association – Winter Marketing Educator's Conference
  - San Antonio, Texas, USA, February 2015
  - Austin, Texas, USA, February 2011
  - New Orleans, Louisiana, USA, February 2010 (session chair)
  - Austin, Texas, USA, February 2008
- American Marketing Association - Summer Marketing Educator's Conference
  - Chicago, IL, USA, August 2019
  - Boston, MA, USA, August 2018 (Ethics and Sustainability track co-chair)
  - Boston, MA, USA, August 2010
- Corporate Identity/Associations Research Group International Conference
  - Reading, United Kingston, September 2016
  - Amsterdam, Netherlands, September 2014
- American Marketing Association - Marketing & Public Policy Workshop and Doctoral Seminar
  - Washington, DC, USA, June 2019 (Faculty Mentor)
  - Washington, DC, USA, May 2013
  - Fort Collins, Colorado, USA, May 2010
- 39th Annual Haring Symposium, University of Indiana, Bloomington, IN, March 2009
- Second Annual International Conference on Business and Sustainability, Portland, Oregon, October 2008

AWARDS AND HONORS

- Honorable Mention, Outstanding Reviewer Awards, Journal of Public Policy and Marketing, 2021
- Distinguished Faculty Teaching Fellow of Marketing, 2019-Present
- Social Science and Humanities Research Council of Canada Partner Engage Grant, 2021-2022 ($21,165)
- Social Science and Humanities Research Council of Canada Institutional Grant, 2019-2020, ($4,500)
- DI McLeod Summer Research Assistantship Award, 2019 ($4,000)
- DI McLeod Summer Research Assistantship Award, 2018 ($2,500)
- Social Science and Humanities Research Council of Canada Insight Development Grant, with Monica LaBarge, 2016-2018, ($40,540)
- DI McLeod Term Research Assistantship Award, 2017-2018 ($3,840)
- DI McLeod Summer Research Assistantship Award, 2017 ($1,800)
- DI McLeod Summer Research Assistantship Award, 2014 ($1,560)
- Center for Consumer Insight and Marketing Solutions (CCIMS) Grant, "Trading-Off Sustainability: When and Why Do Consumers Favor a Product With Superior Sustainability Over One With Superior Functional Performance?", University of Texas at Austin, 2008-2010 ($5,000)
- Best Paper Award, 2010 AMA Marketing and Public Policy Conference, Denver, CO, 2010
- Fred H. Moore Assistant Instructor Teaching Excellence Award Nominee, Spring 2010, University of Texas Austin
- University Continuing Fellowship, The University of Texas at Austin, 2010-2011
- Dean's Fellowship, McCombs School of Business, The University of Texas at Austin, 2007-2010
- Haring Symposium Fellow, Indiana University, Spring 2009

SERVICE ACTIVITIES

ACADEMIC – EXTERNAL

- Editorial Review Board, *Journal of Business Ethics*
- Editorial Review Board, *Journal of Public Policy and Marketing*
- Editorial Review Board, *Journal of Business Research*
- Reviewer, *Journal of Product Innovation Management*
- Reviewer, *Journal of Business Ethics*
- Reviewer, *Journal of Management Studies*
- Reviewer, *Journal of Public Policy and Marketing*
- Reviewer, *Journal of Business Research*
- Reviewer, *California Management Review*
- Reviewer, *International Business Review*
- Reviewer, *Business Ethics Quarterly*
- Reviewer, *Journal of Economic Surveys*
- Reviewer, *Journal of Retailing and Consumer Services*
- Reviewer, *Business Ethics: A European Review*
- Reviewer, *Journal of Medical Internet Research*
- Reviewer, *International Small Business Journal*
- Reviewer, *Canadian Journal of Administrative Sciences*
- Reviewer, *Social Sciences and Humanities Research Council Insight Grant*
- Reviewer, American Marketing Association (AMA) Marketing and Public Policy Conference
- Reviewer, AMA Summer and Winter Educator's Conferences
- Reviewer, Academy of Marketing Science (AMS) World Marketing Congress
- Doctoral Workshop Faculty Mentor, AMA Marketing and Public Policy Conference, June 2019.
- Track Co-chair (with Meike Eilert) and Session Chair, Ethics and Socially Responsible Marketing, AMA Summer Educator's Conference, 2018.
- Session Chair, Corporate Affairs, Social Responsibility, and Sustainability Track, AMA Winter Educator's Conference, 2010.
- Member of American Marketing Association

ACADEMIC – INTERNAL

- Assistant Vice Chair, General Research Ethics Board (University Level), 2021-Present
- Facilitator, Dean's Purpose and Values Focus Groups, January 2022.
- Created Community-Oriented Online Education Module on Job-Based Segmentation, Queen's Innovation Centre, Kingston, ON, 2021.
- Faculty Facilitator, Queen's Centre for Teaching and Learning Teaching Development Day, Sept. 2019
- Marketing Mentor, Queen's Innovation Centre Summer Initiative, Kingston, ON, 2019-Present
- Co-organizer, Smith School of Business Pedagogy Café Teaching Retreat, June 2019
- Co-organizer, Smith School of Business Pedagogy Café, 2018-Present
- General Research Ethics Board (University Level), 2018-Present
- PhD Comprehensive Examination Committee – Marketing Specialization, 2014-Present
- Unit Research Ethics Review Board, 2012-2018 (Acting Chair, Summer 2017)
- Certificate in Business Curriculum and Academic Progress Committee, 2014-2020 (Chair 2015-2020)
- Smith School of Business Graduate Committee for Business, 2014-2015, 2020-Present
- Undergraduate Curriculum Committee – Marketing Representative, 2012
- Organizer of Smith School of Business Case Teaching Workshop and Mentor Network, 2016
- Organizer of Marketing Area Seminar Series, 2012-2013, co-organizer 2014-2015
- Queen's School of Business (QSB) Building Usage Committee, 2013-2014
- Co-leader of Career Management session at QSB MSc/PhD Consortium – 2013
- Case Facilitator, 10th Annual QSB Responsible Leadership Summit – 2014
- Case Competition Judge, Commerce & Engineering Environmental Conference (CEEC), 2015
- Case Competition Judge, Center for Social Impact Hult Prize Competition, 2015.
- Case Competition Judge, CaseIT Competition, 2016
- Preliminary Round Judge, Inter-Collegiate Business Competition, 2014, 2016
- Queen's Leadership, Excellence and Development (QLEAD) - Professor Panelist, 2016
- Queen's Reads Program Faculty Facilitator – (University-wide, 2013)

COMMUNITY

- Steering Committee Member, Gear Up! Recycled Bicycles, Kingston, ON, 2018-Present
- Trail Maintenance Crew, Mountain Bike (MTB) Kingston, Kingston, ON, 2017-Present
- Trail Ambassador, Mountain Bike (MTB) Kingston, Kingston, ON, 2017-Present
- Repair and Renovations Committee, Queen's Day Care, Kingston, ON, 2018-2021
- Co-chair of Local Marketing Committee, Canada v. USA Rugby Match, Kingston, ON, 2012

GRADUATE SUPERVISION AND OTHER TEACHING EXPERIENCE

- MSc Supervisor, Sebnem Oguz, MSc in Management, 2021-Present
- MSc Supervisor and Dissertation Committee Member, PhD in Management, Joel Mohr, 2015-Present
- MSc Supervisor, Chris Murray, MSc in Management, 2018-2019
- MSc Supervisor and Dissertation Committee Member, Aaron Zhou, PhD in Management, 2013-2019
- Dissertation Committee Member, Svetlana Davis, PhD in Management, 2012-2015
- MSc Supervisor, Vanessa Schamer, MSc in Management, 2013-2014
- MSc Supervisor, Kathleen Guiney, MSc in Management, 2012-2013
- Outside Dissertation Committee Member, Ahmad Hijazi, IE Business School (Madrid), 2017-2019
- Outside Dissertation Committee Member, Barbara Castel, Cultural and Policy Studies, 2013-2015
- Supervisor, Independent Study on Brand Management, Miriam Stauble (BCOM), Fall 2015
- Supervisor, Independent Study on Digital Marketing, Ciara Milanetti-Hunt (BCOM), Summer 2016
- Supervisor, Independent Study on Digital Marketing, Liam Killops (BCOM), Summer 2016
- Teaching Assistant, Analysis of Markets (MBA Core), University of Texas at Austin, Fall 2009-2010
- Teaching Assistant, Marketing Engineering (MBA), University of Texas at Austin, Spring 2008-2011
- Teaching Assistant, The Invisible Global Market (MBA),