

ARNE BARUCA, Ph.D.

Curriculum Vitae

Texas A&M University San Antonio
College of Business
Department of Management and Marketing
One University Way, San Antonio, TX 78224
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EDUCATION:

Ph.D. University of Texas - Pan American
Business Administration with a Marketing concentration

M.Sc.Ba. University of Maribor, Slovenia
Major: Marketing Management

B.Sc. University of Ljubljana, Slovenia
Major: Traffic Engineering
Supporting Areas of Emphasis: Logistics, Management

ACADEMIC EXPERIENCE:

Chair Management and Marketing Department, Texas A&M University-San Antonio
(January 2024 - Present), San Antonio, Texas.

Associate Chair Management and Marketing Department, Texas A&M University-San Antonio
(January 2022 – December 2023), San Antonio, Texas.

Associate Professor of Marketing, Texas A&M University-San Antonio (September 2019 - Present),
San Antonio, Texas.

Assistant Professor of Marketing, Texas A&M University-San Antonio (September 2015 - August
2019), San Antonio, Texas.

Assistant Professor of Marketing, Sacred Heart University (September 2012 - August 2015),
Fairfield, Connecticut.

Research Assistant, University of Texas-Pan - American (September 2007 - August 2012), Edinburg,
Texas.

REFEREED PUBLICATIONS:

- Romih Dejan, and Baruca, Arne (2023), The role and Importance of Guaranteeing the Right to Privacy in the Use of Smartphones: the case of Apple”. *Book chapter in Dilemmas of Modern Advertising. Published by the University of Maribor. In press.*
- Romih, Dejan and Baruca, Arne (2023), “Climate shocks and the US economy”. *Ciências Socialmente Aplicáveis: Integrando Saberes e Abrindo Caminhos. Editora Artemis. Vol.8.,92-106.*
- Faganel, Armand, Jecl, Igor and Baruca, Arne (2022), “The main growth strategies of telecommunication operators in the segment of SOHOs” *Strategic Management. Vol.27, No.3,4-16.*
- Baruca, Arne and Ulusoy, Ebru (2021) “Fantasy sports and esports - is unconventional becoming conventional? A case analysis” *Book chapter In Impacts and Implications for the Sports Industry in the Post-COVID-19 Era. IGI Global.*
- Enda McGovern, Cuauhtemoc Luna-Nevarez, Arne Baruca (2017), “Utilizing Mobile Devices to Enrich the Learning Style of Students ” *Journal of Education for Business, Vol. 92. Issue 2, 89-95.*
- Elbeck, Matthew and Baruca, Arne (2015), “A Journal Neutro Ratio for Marketing Faculty Scholarship Assessment” *Marketing Education review. Vol. 25. No.3, 193-204.*
- Flores, Jason, Baruca, Arne and Saldivar, Roberto (2014), “Is Neuromarketing Ethical? Consumers Say Yes, Consumers Say No.” *Journal of Legal, Ethical and Regulatory Issues. Vol.17, Issue 2, 77-92.*
- McGovern, Enda and Baruca, Arne (2013), “Want to Enroll in a Mooc? No Thanks, My Professors Have Their Own Videos,” *Journal for Advancement of Marketing Education, Vol.21, Issue 2, 64-76.*
- Baruca, Arne and Zolfagharian, MohammadAli (2013), “Cross-Border Shopping: Mexican Shoppers in the US and American Shoppers in Mexico,” *International Journal of Consumer Studies, Vol.37, Issue 4, 360-366.*

MONOGRAPHS:

- Faganel, A., Riznar, I., & Baruca, A. (Eds.). (2021). *Impacts and implications for the sports industry in the post-COVID-19 era.* IGI Global. DOI: 10.4018/978-1-7998-6780-7.

REFEREED CONFERENCE PROCEEDINGS AND OTHER PRESENTATIONS:

- Ulusoy, Ebru, Baruca, Arne and Saldivar, Roberto (2022) “ I Wanna Know What (Brand) Love is, I Want You To Show Me: Expressions of Brand Love” *Academy of Marketing Science Annual Conference, Monterey, CA.*
- Ulusoy, E., Saldivar, R. and Baruca, A. (2020) “Entertainment Value in Popp-Up Retailing. An Abstract. *Proceedings of the Academy of Marketing Science Annual Conference, Virtual.*
- Ulusoy, E., and Baruca, A. (2019) “ I Pay, Therefore I Am (An A): Co-Creation Of Value In Higher Education. An Abstract.” *Proceedings of the Academy of Marketing Science Annual Conference. Vancouver, BC.*
- Flores, J., & Flores, M. , Saldivar R., and Baruca A. (2019) “To Kneel Or Not To Kneel? Just Do It! Assessing Consumer Responses To Organizational Engagement In Political Discourse” An Abstract. *Proceedings of the Academy of Marketing Science Annual Conference, Vancouver BC.*
- Boukis Achilleas, Baruca Arne and Ulusoy, Ebru (2018), " A Look Into The (Not So) Bright Side Of Life: An Exploration Of The Negative Service Encounter And Its Effect On The Next Customer.” *Proceedings of the Academy of Marketing Science Annual Conference, New Orleans, LA.*
- Baruca, Arne and Ulusoy, Ebru (2017), "The Revenge Of The Nerds: Uncovering Practices Of E-Sports And Fantasy Sports.” *Proceedings of the Academy of Marketing Science Annual Conference, San Diego, CA.*
- Ford Weixing; Liu, Chin-yen, and Baruca, Arne, (2016), “Mandatory Evaluation And Students’ Autonomy Through Shared Learning Online” *Presented at the Marketing Management Association Fall Educators’ conference, Providence, RI, September 2016.*
- Ulusoy, Ebru and Baruca, Arne, Saldivar (2016), “Hedonic Dimensions of Service Learning and Their Importance for Marketing Students. *Proceedings of the Academy of Marketing Science Annual Conference, Orlando, FL.*
- Felix Reto, Arash Hosseinzadeh and Arne Baruca (2015), “Because It Makes Me Feel Good: Moderation and Mediation Effects in Cause-Related Marketing.” *Proceedings of the Society of Marketing Advances Annual Conference, San Antonio, TX.*
- Baruca, Arne, Saldivar, Roberto and Flores, Jason (2015), “Is Fantasy Becoming Reality and Leaving Reality Behind? Investigating the Impact of Fantasy Leagues on Professional Sports League Consumption.” *Proceedings of the Academy of Marketing Science Annual Conference, Denver, CO.*

- Elbeck, Matthew and Baruca Arne (2014), "A To-Do List for Every Marketing Doctoral Student Seeking a Faculty Position," *Presentation at the Marketing Management Association Fall Educators' conference*, San Antonio, TX.
- Elbeck, Matthew and Baruca, Arne (2014), "Benchmarking Publication and Citation Counts for the Marketing Educator," *Proceedings at the American Marketing Association Education conference*, San Francisco, CA.
- Felix Reto, Luna-Nevarez Temo and Arne Baruca (2014), "'The Relationship between Materialism and Environmental Consciousness: A Multilevel Analysis,'" *Proceedings of the Academy of Marketing Science Annual Conference*, Indianapolis, IN.
- Baruca, Arne, Minor Michael and Saldivar Roberto (2014), "Am I Celebrity Online? I Don't Know, But You Can Test It: The Development Of The Online Self-Celebritization Scale," *Proceedings of the Southwest Decision Science Institute Conference*, Dallas, TX.
- Flores, Jason, Baruca Arne and Saldivar, Roberto (2013), "Is Neuromarketing Ethical? Consumers Say Yes, Consumers Say No." *Proceedings of Allied Academies' Fall International Conference Program*, San Antonio, TX.
- Flores, Jason, Baruca Arne and Saldivar, Roberto (2013), "Exploring Consumers' Perceptions of the use of Nueromarketing by Profit and Nonprofit Organizations," *Poster presentation at the American Marketing Association*, Boston, MA.
- Baruca, Arne, Ulusoy Ebru and Minor Michael (2013), "If celebrities can do it, so can I: Me, My Celebrity and My Brand An exploratory investigation of celebrity influence on online personal branding." *Proceedings of the Academy of Marketing Science Annual Conference*, Monterey, CA.
- Baruca, Arne, Jason Flores, and Roberto Saldivar (2011), "Are fantasy sports a threat to professional sports franchises? A behavioral analysis of fantasy sports players and their interest in professional sports fandom," *Proceedings of the Sport Marketing Association Annual Conference*, Houston, TX.
- Rajdeep Chakraborti, and Baruca Arne (2011), "Meaning Transfer Between Events and Brands: An Analysis of the Indian Premiere League," *Proceedings of the Sport Marketing Association Annual Conference*, Houston, TX.
- Saldivar, Roberto and Baruca Arne(2011), "The Effect of Age, Gender and Consumer Susceptibility in Purchase Recommendations: An Analysis of Three Different Recommendation Settings," *Proceedings of the Academy of Marketing Science Annual Conference*, Coral Gables, FL.
- Baruca, Arne and Flores Jason (2011), "What do consumers think of Neuromarketing? An exploratory investigation of consumers perceptions of Neuromarketing ethics and the associated implications," *Proceedings of the Academy of Marketing Science Annual Conference*, Coral Gables, FL.

- Baruca, Arne (2010), "Nation Branding and Nation Brand Equity: The Case of Slovakia, pardon me, Slovenia," *Proceedings of the Society for Marketing Advances Annual Conference*, Atlanta, GA.
- Baruca, Arne and Selber Greg (2010), "The Influence of the Entertainment Industry on the Perception of Ethics", *Poster presentation at the Associations for Consumer Research Annual Conference* Jacksonville, FL.
- Baruca, Arne (2010), "The Endorsement Effect of Country Leaders on the Country Brand Equity," *Proceedings of the Academy of Marketing Science Annual Conference*, Portland, OR.
- Baruca, Arne and Zolfagharian MohammadAli (2010), "Cross-Border Shopping Mexican Shoppers in the US and American Shoppers in Mexico," *Proceedings of the Academy of Marketing Science Annual Conference*, Portland, OR.
- Baruca, Arne (2010), "External Factors that Influence the Voting Behavior of Young Voters," *Proceedings of the Decision Science Institute Southwest Region Conference*, Dallas, TX.
- Lievense, Michelle, Baruca Arne and Michael Minor (2009), "Online Social Networks, Market Mavens & Viral Marketing," *Proceedings of 14th Cross Cultural Research Conference*, Puerto Vallarta, Mexico.
- Baruca, Arne (2009), "The Problem of the Globalization of Business Education", *Poster presentation at the Academy of Marketing Science Annual Conference*, Baltimore, MD.

OTHER PUBLICATIONS:

- Baruca, Arne (2010), Terrorism in Second Life. Mini case. In *Ball, D.A., Geringer, J.M. Minor, M.S. and McNett J.M. "International Business: The Challenge of Global Competiton."* 12th Edition. New York, NY: McGraw-Hill/Irwin.

AWARDS:

Departmental Inspirational Teaching award	Texas A&M - SA	May 2023
Gost up - University of Primorska Teaching exchange	January	January 2023
Travel Grant SAVAS American Slovenian Education Foundation		August 2022
Research Grant, Texas A&M University San Antonio		August 2021
Research Grant, Texas A&M University San Antonio		June 2018
Digital Learning Summer Institute Grant, Sacred Heart University		June 2014
Distinguished Research Award Allied Academy conference		October 2013
Research assistantship, Univ. of Texas Pan American.		August, 2007 - 2012
Academy of Marketing Science Conference Travel Grant		May, 2011
Dr. Blandina Cardenas Graduate Travel Scholarship		March, 2011

SERVICE:

Texas A&M University San Antonio:

- Academic Policies Committee 2021-2023
University Communication Task force 2021-2022

Provost Search Committee 2021-2022
Promotion and Tenure Committee (2020 – present)
Masters in Marketing Proposal Committee Chair (2020)
Research Quality Task Force (2020 - 2022)
Faculty Appeal Committee 2020
MBA program New Admission Requirements Committee (2018 – 2020)
Course Delivery Task Force (2018-2020)
Institutional Review Board Committee (2018 – 2023)
Search Committee for VP of University Advancement (2019)
Search Committee for E-Sport Head Coach (2019)
University Athletics Program Task force (2019)
Chair for the Learning and Teaching Committee (Standards 8-12) for the AACSB accreditation
Faculty Advisor for the Texas A&M San Antonio AMA chapter (2017)
Faculty Qualifications Committee (2015 – 2018)
Faculty Search Committee (2015, 2018)
High Impact Practice Committee Experiential Learning & Service-Learning (2016 - 2018)
Teaching Load Revision Committee for the College of Business (2016 - 2017)
Steering committee for the University Brand consultant (2017)

Sacred Heart University:

UAA Rules Committee (2014 – 2015)
Recruitment and retention Committee (2014 – 2015)
Student and Pedagogy Committee (2014 –present)
Emergency Reserve Corps Faculty Committee/Board (Fall 2013 – 2015)
Internship coordinator for Marketing students (2013 – 2015)
Assessment of Learning Committee (2012 – 2014)
Marketing Faculty Search Committee (Spring 2013)
Open houses representative for the Marketing Department (2012 – 2015)
Volunteer at advising events for transfer students (2012 – 2015)
Marketing Management course coordinator (2013 – 2015)
Faculty Advisor NCAA Women Soccer team (2013 – 2015)

Academic community:

Doctoral dissertation committee member – University of Primorska (2021-present)
Tenure committee member – Faculty of Economics, University of Maribor
Track Chair ACME Annul Confernce, Virtual, 2021
Track Chair ACME Annual Conference, San Antonio, TX 2020
Track Co-chair AMS Annual Conference, Vancouver, BC, 2019
Ad-Hoc Reviewer for the Journal of Product and Brand Management
Track Co-chair AMS Annual Conference, Denver, CO, 2015
Editorial Review Board member for the *Journal for Advancement of Marketing Education*
(2014 – present)
Ad-Hoc Reviewer for McGraw-Hill – Principles of Marketing and Marketing Management
books
Reviewer for AMS Global annual conference Lima, Peru, 2014
Reviewer for AMS annual conference, Portland, OR, 2010

Session chair AMS conference, Portland, OR, 2010
Discussant, AMS conference Portland, OR, 2010
Reviewer for Cross-cultural Research Conference, Puerto Vallarta, MX, 2009

TEACHING INTEREST:

Principles of Marketing, Brand Management, Sports Marketing, International Marketing, Marketing Management

TEACHING EXPERIENCE:

Texas A&M University San Antonio (Fall 2015 – present):

Instructor of record:

MKTG 3311 - Principles of Marketing
MKTG 3361 – Brand Management
MKTG 3370 – Digital Marketing
MKTG 4398 - Sport Marketing
MKTG 3366 – Services Marketing
MKTG 4363 – International Marketing
MKTG 5361 – Seminar in Marketing
MKTG 5363 – International Marketing

Sacred Heart University (Fall 2012 – Summer 2015):

Instructor of record:

MK 201 - Principles of Marketing (5 sessions – Instructor ratings: 4.1, 4.7, 4.4, 4.1 out of 5)*
MK 230 - Marketing Management (6 sessions – Instructor ratings: 4.4, 4.5, 4.7, 4.3, 4.5 of 5)*
MK 661 – Marketing Management – MBA (3 sessions – Instructor ratings: 3.6, 4.7 out of 5)*
MK 299 - Brand Management (2 sessions – Instructor rating: 4.7 out of 5)*

University of Texas – Pan American (Fall 2009 – Summer 2012)

Instructor of record:

Fall 2009: INTB 4360 Export Management (Instructor rating 4.68 out of 5)*
Summer I 2010: MARK 3371 Principles of Marketing (Instructor rating 4.75 out of 5) *
Summer II 2010: MARK 3380 Product and Brand Strategy Instructor rating 4.88 out of 5) *
Spring 2011: MARK 4379 Sports Marketing (Instructor rating 4.86 out of 5)*
Spring 2011: INTB 4360 Export Management (Instructor rating 4.76 out of 5)*
Fall 2011: MARK 4327 Integrated Marketing Comm. (Instructor rating 4.9 out of 5) *
Fall 2011: INTB 3330.90 International Business (Online)
Spring 2012: MARK 4379 Sports Marketing (Instructor rating 4.6 out of 5)*
Summer 2012: MARK 4379: Sports Marketing (Instructor rating 4.9 out of 5)*

*Teaching evaluations available upon request

Teaching assistant (responsible for preparing and grading exams, papers, etc.):

Fall 2007: INTB 3330 International Business
Spring 2008: MARK 3372 Consumer Behavior
Spring 2008: MARK 3371 Principles of Marketing
Fall 2008: MARK 3372 Consumer Behavior
Spring 2009: MARK 3371 Principles of Marketing
Spring 2010: MGNT 4363 Operations Management
Fall 2010: INTB 3330.90L International Business (Online)
Fall 2010: MARK 3372.90L Consumer Behavior (Online)
Summer I 2011: MARK 3372.90L Consumer Behavior (Online)

PROFESSIONAL AFFILIATION:

Academy of Marketing Science
American Marketing Association
Advances for Consumer research
Society for Marketing Advances

NON ACADEMIC EXPERIENCE:

Automotive industry:

Sales Engineer, CIMOS d.d. (March 1, 2006 - July 31, 2007).
Purchase Engineer, CIMOS d.d. (May 1, 2003 - February 28, 2006).

- Duties included: - market research and analysis
- defining the approach towards potential partners
 - searching for potential partners and defining commercial issues with them
 - preparing contracts, instructions and promotional material
 - managing relationships with partners (forecasts, orders, claims,..)
 - managing several projects

Brief company description: CIMOS d.d. is part of CIMOS group which has subsidiaries in 9 countries in Central and eastern Europe. Cimos is a major OEM player in the automotive industry, supplying most major car manufacturers including PSA, BMW, Toyota, and HTT. (more info on www.cimos.eu)

Banking Industry:

Loan Manager, Bank of Koper. (August 1, 2002 - April 30, 2003).

Brief company description: Banka Koper is one of the leading banks in Slovenia and is now part part of the major Italian financial group *Intesa Sanpaolo*. (More info on: <http://www.banka-koper.si/en>)

Telemarketing:

Call center supervisor, Studio Moderna. (September 1, 2000 - July 31, 2002)

Duties included:

- leading 35 operators (along with 2 other supervisors)
- supervising the daily work of the call center
- managing market research and other projects
- recruiting and training of new employees
- cooperation with other units of the company (Direct agency, Viva Magazine)

Brief company description: Studio Moderna was formed in Slovenia in 1992 and is now the largest fully-integrated direct response marketing network in Central and Eastern Europe. Present in 20 countries across the region, encompassing the Top Shop retail chain of TV, internet, and walk-in stores; Linea Directa Communications call center operations; fulfillment centers; in-house creative agency, and other affiliated services. Studio Moderna has over 170 hours of home shopping programming going out across 154 public and commercial TV stations *daily*, reaching an audience of 400 million people.(more info on : www.studio-moderna.com)

LANGUAGES:

Slovene - fluent
Italian - fluent
English - fluent
Croatian - fluent