

Brandon Glenn Christensen

University of Colorado Boulder
Leeds School of Business
995 Regent Drive
Boulder, Colorado 80309

Email: Brandon.Christensen@Colorado.edu

Education

Ph.D. Currently Enrolled: University of Colorado Boulder
Business Administration (Marketing)

B.S. Brigham Young University
Marriott School of Business (Marketing Management)

Professional Experience

American Nutrition, Inc.
Assistant Brand Manager

CircusTrix
Marketing Promotions Manager

Research Interests

Consumption of luxury goods and services
Marketplace discrimination
Psychological ownership

Research in Progress

Christensen, Brandon G. and Joe J. Gladstone, "Lux Aversion: Luxury Concealment and Avoidance Due to Reference Group Composition," *working paper*.

Scott, Maura, Sterling Bone, Glenn Christensen, Anneliese Lederer, Martin Mende, Brandon Christensen, Brandon G., "When the Customer Journey Ends Before It Begins: Revealing and Mitigating Racial Bias and Exclusion in Financial Services," *in revision at Journal of Marketing Research*.

Conference Presentations

Christensen, Brandon G., Sterling Bone, Anneliese Lederer, "Mitigating the Effects of Racial Bias in Financial Services," *AMA Winter Academic Conference (2022: Virtual Session)*

Christensen, Brandon G. and Glenn Christensen, "When The Customer Journey Ends Before It Begins: Revealing And Mitigating Racial Bias And Exclusion In Financial Services," *Mountain West Regional Marketing Research Symposium (2022: Fort Collins)*

Teaching Experience

As Teaching Assistant:

Digital Marketing (MKTG 3700; University of Colorado Boulder)
Fall 2021 (2 sections)

Digital Marketing (MKTG 3700; University of Colorado Boulder)
Spring 2022 (2 sections)

Affiliations

Association for Consumer Research
Society for Consumer Psychology

Research Skills

R programming
Qualtrics survey design

Doctoral Coursework

Psychological Approaches to Consumer Research	Margaret Campbell
Social Psychology Proseminar	CU Social Psychology
General Statistics and Data Analysis	Josh Correll, Naomi Friedman
Design and Analysis of Experiments in Business	Nicholas Reinholtz
Empirical Models in Marketing	Schott Shriver
Consumer and Managerial Decision Research in Marketing	Peter McGraw
Higher-level Cognition Proseminar	Matt Jones
Quasi-Experimental Design for Causal Inference in Social Science	Mimi Engel
Structural Equation Modeling	Naomi Friedman