

# BRIGITTE A. BALOGH, PHD CANDIDATE • [BAMIDEA.COM](http://BAMIDEA.COM)

## ACADEMIC RESUME

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### EDUCATION

#### Michigan State University

*Doctor of Philosophy in Media & Information Studies, 2015*

*Committee Chair: Constantinos K. Coursaris*

**Prelim:** Oh, Yes, She Did Just Buy That: Exploring the Empirical Link between Social Media Engagement, Brand Attitude, and Purchase Intention

**Current research:** organizational blogging, enterprise social media, marketing strategy, campaign messaging

#### The University of Texas at Austin

*Masters of Arts in Advertising, 2011, Thesis:* Corporate Blogs as Organizational Public Relationship Tools

*Bachelors of Business Administration, 2006, Major:* Management Information Systems

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### EXPERIENCE

#### Research Assistant

Spring 2012 – present

*Michigan State University*

East Lansing, MI

**Hand Hygiene in Elementary Schools** coordinator with Clemson University in South Carolina for exploratory investigation and campaign development. Currently leading content analysis study of published hand hygiene materials with three coders, 258 materials.

**Corporate Collaboration through Social Media Systems.** Research Assistant for Steelcase and Michigan State University collaboration.

**Social Support Through Social Media for Cancer Patients** grant development assistant.

**Organizational Social Media: Effective Marketing Communication Strategies.** Lead content analysis study of longitudinal messaging data from Fortune 500 companies. Won Leo Burnett scholarship twice.

#### Teaching Instructor

Fall 2011 – Summer 2012

*Michigan State University*

East Lansing, MI

**Advertising in Society:** taught senior level core class to 40 students. Developed course structure, assignments, original syllabus for a discussion based learning environment.

**Consumer Behavior:** taught junior level core class to 200 students. Developed course structure assignments, original syllabus.

#### Graduate Assistantships

Fall 2010 – Spring 2011

*The University of Texas at Austin*

Austin, TX

**Department of Information, Risk, and Operations Management:** Business Systems Development; Introduction to Problem Solving, Programming; Introduction to Information Technology Management

**Department of Advertising:** Integrated Communications Management, Media Sales Advanced Studies.

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### HONORS, AWARDS

**Leo Burnet Research Scholarship**

Summer 2013, 2014

**Rasmussen Memorial Scholarship**

Spring 2012

**Ernest A. Mantzel Foundation Graduate Education Fund Recipient**

Fall 2009 – Spring 2011

**Employee Recognition for Philanthropy Award**

2007

Hewlett-Packard, Data Management Organization

**The Forrest C. Lattner Foundation, Inc. Scholarship**

Fall 2005 – Fall 2006

**TexasExes H2Orange** photo contest 1<sup>st</sup> place

Summer 2011

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## PUBLICATIONS

- Coursaris, C.K., Van Osch, W., and Balogh, B.A., "A Social Media Marketing Typology: Classifying Brand Facebook Page Messages For Strategic Consumer Engagement" (2013). ECIS 2013 Completed Research. Paper 46. [http://aisel.aisnet.org/ecis2013\\_cr/46](http://aisel.aisnet.org/ecis2013_cr/46).
- Quilliam, E.T., Fraser, A., Lapinski, M., Balogh, B.A., Viken, G., Plasencia, J., and Wang, Z. (In Progress.) "Sing Happy Birthday twice while washing your hands: A content analysis of hand hygiene curricula targeting elementary-age children."
- Henderson, G., Ferguson, N.S., and Balogh, B.A. (In Progress.) Learn by Example: The Emotional and Familial Foundations of Sports Brand Communities.
- Balogh, B.A. (In Progress.) Keep in Touch: Corporate Blogs for Organizational Public Relationships and Consumer Brand Relations.

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## CONFERENCES

- "Enterprise Social Media: Challenges and Opportunities for Organizational Communication and Collaboration." van Osch, Wietske, Steinfield, Charles, Balogh, Brigitte A. 48th Hawaii International Conference on System Sciences, Kauai, HI, January 2015.
- "To Catch a Cheater: An Exploratory Analysis of Confessions and Denials." Nelson, Josh, Balogh, Brigitte A., Liu, Wuyu, Shin, Soo Yun, and Viken, Gregory. International Communication Association 2014 Annual Conference, Seattle, WA, May 2014.
- "Social Media Marketing: Investigating Theoretical and Empirical Links Between Purchase Involvement, Strategy, Content, and Media Types." Coursaris, Constantinos K., Van Osch, W., and Balogh, Brigitte A., Quilliam, E.T. American Academy of Advertising 2014 Annual Conference, Atlanta, GA, March 2014.
- "Drive a Website performance using Web Analytics: A Case Study." Coursaris, Constantinos K., Van Osch, W., Lopez-Nicolas, Carolina, and Molina-Castillo, Francisco-Jose. Presented by Brigitte A. Balogh at the American Conference for Information Systems 2013, Chicago, IL, August 2013.
- "A Muse Me: An Exploratory Study on Music and Marketing Influences on Positive Deviant Indian Emigrants." Balogh, Brigitte A., and Ferguson, Nakeisha S. American Marketing Association 2013 Summer Marketing Educators' Conference, Boston, MA, August 2013.
- "Community Sports Engagement? The Role of Emotion, Family, and National Identity in Sports Fan Communities." Ferguson, Nakeisha S., Balogh, Brigitte, and Henderson, Geraldine. Fourth International Conference on Sport and Society, Chicago, IL, June 2013.
- "A Social Media Marketing Typology: Classifying Brand Facebook Page Messages for Strategic Consumer Engagement." Coursaris, Constantinos K., Van Osch, W., and Balogh, Brigitte A.. European Conference on Information Systems, Utrecht, The Netherlands, June 2013.
- "Keeping in Touch: Leadership and Customer Brand Relations Through Corporate Blogs for Building Organizational Public Relationships." Balogh, Brigitte. Society for Advancement of Management, Arlington, VA, March 2013.
- "Keeping in Touch: Corporate Blogs for Building Organizational Public Relationships and Consumer Brand Relations." Balogh, Brigitte. International Communication Association, Phoenix, AZ, May 2012.
- "Healing Touch: Understanding the Unconstitutionality of Marketing Intangibles." Balogh, Brigitte. Innovation in Health Care Delivery Systems a Symposium, Austin, TX, April 2011.
- "Birds of a Feather Consume Sports Together: The Role of Emotion, Family, and National Identity in Sports Fan Communities." Ferguson, Nakeisha S., Balogh, Brigitte, and Henderson, Geraldine. Academy of Marketing 7th Global Brand Conference at Oxford, United Kingdom, April 2011.

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## ACADEMIC, PROFESSIONAL AFFILIATIONS

<b>MIS PhD Program Representatives</b> , assistant	August 2011 – present
<b>TexasExes</b>	December 2006 – present
Capital of Texas Food Bank holiday volunteer	December 2006 – Spring 2011
<b>Academy of Management</b>	April 2010 – present
<b>American Marketing Academy</b>	November 2010 – present

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## SERVICE, LEADERSHIP

### Math, Science Tutor

September 2011 – present

Specialize in mathematics, science from elementary to high school. MEAP knowledge, preparation.

### Founder, Director

April 2013 – present

#### *Dahlgren Dedication Project*

Raise money to fund educational opportunities for students of single moms. Current Fall 2014 gift goals: a Camp Texas registration fee for an entering freshman to The University of Texas at Austin, and an International Baccalaureate full degree program admission fee for a student of a single mom at Eastern High School in Lansing, Michigan. First event to be held April 27, 2014; goal results to be announced shortly after. Further information can be found at [DahlgrenDedicationProject.org](http://DahlgrenDedicationProject.org).

### After School Tutor

November 2008 – May 2009

#### *ClubZ In-Home Tutoring*

Houston, TX

Specialized in Mathematics from elementary to high school. Also tutored Reading, Writing, History, TAKS (state standardized test) preparation. Moved one Geometry student from failing to passing with an A on the final in one month. Brought Pre-Algebra 8<sup>th</sup> grade student final grade from D to B and passed the TAKS in three months.

### Graphic Designer

April 2008

#### *Cans for Charity*

Wellesley Hills, MA

Expanded organization's project portfolio by developing recycling electronics campaign. Created promotional material designs, copy.

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## SKILLS

MOS certification trained; Adobe: PageMaker, InDesign, PhotoShop, Flash, Final Cut Pro; Computer languages: Java, HTML, VisualBasic.NET, SQL, Metadata Management Studio, SPSS, SAS

Basic knowledge of Spanish, American Sign Language