

EDUCATIONAL BACKGROUND

Year Degree

2020 Doctor of Business Administration, University of North Carolina at Charlotte, Charlotte, NC
2006 Master of Business Administration, Vanderbilt University, Nashville, TN
1998 Bachelor of Science in Chemical Engineering, University of Tennessee, Knoxville, TN

RESEARCH INTERESTS

With a passion for small business and scholarly teaching, my research interests focus on the following:

- Entrepreneurship | Entrepreneurial Orientation | Entrepreneurial Passion
- Small Business Resilience | Small Business Operations Management
- Student Engagement, Belonging, and Community

RESEARCH PUBLICATIONS

Paper in Refereed Journal

- Gottschalck, N., Branner, K., Rolan, L., & Kellermanns, F. (2024). Cross-level effects of entrepreneurial orientation and ambidexterity on the resilience of small business owners. *Journal of Small Business Management*, 62(1), 103-139.

Paper in Referred Conference

- Branner, Katrice; Rolan, Lisa; Kellermanns, Franz. (2024, November) *Entrepreneurial Passion: Family, Firm, and Resilience* [Paper presentation]. Southern Management Association (SMA) Conference 2024, San Antonio, Texas.

Conference Presentations

- Burkland, Jessica; Branner, Katrice. (2026, August) *Using Course Content to Foster Classroom Belonging* [Presentation]. ITLC Lilly Conference: Innovative Strategies to Advance Student Learning 2026, Asheville, NC
- Branner, Katrice. (2026, August) *Incorporating Generative AI for Data Analysis in the Classroom* [Presentation]. ITLC Lilly Conference: Innovative Strategies to Advance Student Learning 2026, Asheville, NC
- Branner, Katrice. (2026, June) *Leveraging ChatGPT for Data Analysis and Course Preparation* [Presentation]. The Teaching Professor Conference 2026, St. Louis, MO
- Branner, Katrice. (2025, August) *Cultivating Belonging and Community in the Operations Management Classroom* [Presentation]. ITLC Lilly Conference: Innovative Strategies to Advance Student Learning 2025, Asheville, NC

Other Publications

- Branner, K. (2020). *Small–and Medium-Sized Enterprises' Customer Relationship Management Processes Impact on Firm Performance Moderated by Entrepreneurial Orientation* (Doctoral dissertation, The University of North Carolina at Charlotte).
- UNCC Urban Institute (2020). *Supporting Charlotte's Minority-Owned Small Businesses* – Research Report for Bank of America, Duke Energy, Honeywell, and Charlotte Center Partners: [Link to Industry Research Report: Minority-Owned Small Businesses, Charlotte-Mecklenburg](#)

Peer Reviewer

- Southern Management Association Conference Papers (2024)
- BRQ: Business Research Quarterly ad-hoc peer reviewer (2023)
- Management and Organization Review ad-hoc peer reviewer (2023)

BOOK REVIEWS

- Online Book Review for Pearson Publishing: Operations Management by Krajewski and Malhotra (2020)

TEACHING

- ***The University of South Carolina*** ***8/2020 – Present***
Clinical Associate Professor of Management Science
(Average Overall Course Evaluations)
MGSC 394 – Data Analytics for Business (4.8/5) Spring 2022, 23, 24, 25, 26
MGSC 395 – Operations Management (4.7/5) Fall 2020 – Present
MGSC 497 – OSC Capstone Consulting Project Spr 2021
Co-lead mentor of five undergraduate students on a Coca-Cola Consolidated Inc., CCCI project to assess and evaluate a process to improve logistics coordination at its distribution and production centers.
- ***The University of North Carolina at Charlotte*** ***8/2018 – 5/2020***
Lecturer of Business Information Systems and Operations Management
(Average Overall Course Evaluations)
OPER 3100 Operations Management (4.7/5) Fall 2018 – Spring 2020
INFO 3130 Management Information Systems (4.7/5) Fall 2018 – Spring 2020
INFO 2130 Introduction to Business Computing (4.2/5) Spring 2019
- ***Queens University of Charlotte*** ***8/2016 – 8/2018***
Adjunct Faculty
(Average Overall Course Evaluations)
ECO 204 Microeconomics (N/A) Summer 2018
BUS 210 Business Analytics for Undergraduates (4.8/5) Fall 2017 – Spring 2018
PMB 635 Business Analytics for Professional MBA (4.95/5) Summer 2017
BUS 410 Business Analytics for Undergraduate (4.9/5) Spring 2017
FIN 483 Bank Management (N/A) Fall 2016
FIN 473 Commercial Lending Analysis (N/A) Fall 2016

FIN 380 Fundamentals of Banking (N/A)

2016, 2017

- ***Johnson C. Smith University***

8/2016 – 12/2017

Adjunct Faculty

(Average Overall Course Evaluations)

MGT 440 Total Quality Management (4.7/5)

Spring 2016 – Fall 2017

MGT 334 Human Resource Management (N/A)

Summer 2016

SERVICE

- Serve as a faculty representative on the University Athletics Advisory Committee (2025 – Present)
- Serve on the Moore Launchpad Task Force to develop an international pre-college summer program at the University of South Carolina (2025).
- Serve as a mentor for first-generation students as a part of the inaugural First-Generation Center (2024 - Present).
- Serve as senior honors thesis advisor for 5 DMSB honor students with Spring 2024, 2025, and 2026 graduation dates.
- Serve on the 2024-2025 Darla Moore School Alumni Leadership Awards Selection Committee
- Assisted the OSC Enrollment Committee with presenting the OSC major to 4 MGSC 291 classes. (Fall 2024)
- Serve as the advisor to the DMSB Black Business Student Association (2023 – Present).
- Selected to serve on the 2022 Dean search committee for Darla Moore School of Business.
- Invited to Speak at The Ph.D. Project Conference (2021, 2022, 2023, 2024, 2025, 2026)
Presentation: Alternate Paths to Academia
- The primary liaison for the Pathway program between the University of South Carolina, Moore School of Business, Management Science department, and Midlands Technical College (MTC) from 2021 - 2024.
- Selected as the 2021 representative for the Management Science department on the Moore School of Business Carolina Online taskforce: The task force aims to develop an online undergraduate business degree curriculum.
- Selected to be on the 2020-2021 Diversity Task Force: The purpose of the 2020 – 2021 Diversity Task Force was to evaluate how to improve diversity from a faculty perspective for input into the overall diversity and inclusion strategic blueprint at the Moore School of Business.
- Faculty Senate Member: Elected by the Moore School faculty in 2020 and again in 2024 as one of the faculty members to represent the Management Science Department for a 3-year faculty senate term from Fall 2021 – Spring 2024 and from Fall 2024 – Spring 2027.

WORKSHOPS

- University of South Carolina Moore Launchpad: Taught a Business Analytics Workshop to high school students 2026
- University of South Carolina Darla Moore School Business Success Academy:
Taught a Business Analytics Workshop to high school students 2023, 2024, 2025

SOCIETY MEMBERSHIPS / CERTIFICATIONS

- Academy of Management (2017 – Present)
- Southern Management Association (2019 – Present)
- Project Management Institute – PMP Certified (2008 – Present)
- Association for Information Systems (2018)
- AACSB Bridge Program Graduate – Babson College (2015)
- Certified Six Sigma Master Black Belt – Bank of America (2010)
- Certified Six Sigma Black Belt – The Dow Chemical Company (2002)

ACADEMIC HONORS and AWARDS

- Journal of Small Business Management - JSBM's Top 10 Most Impactful Papers of 2024
Gottschalck, N., Branner, K., Rolan, L., & Kellermanns, F. (2024). Cross-level effects of entrepreneurial orientation and ambidexterity on the resilience of small business owners. Journal of Small Business Management, 62(1), 103-139.
- Voted 2024 Garnet Media Darla Moore School of Business Best Professor; Students vote on the award
- The Honor Society of Phi Kappa Phi: UNCC Chapter Representing the Top 10% of Graduate Students (2019, 2020)
- Selected to participate in the Southern Management Association (SMA) Late-Stage Doctoral Consortium in Norfolk, VA (2019)

CONTINUING EDUCATION & ACADEMIC CONFERENCES

- Maintenance of Project Management Professional (PMP) Certification (2022 – Present)
- Southern Management Association Conference Attendee 2024, 2019
- Lilly Conference Attendee: Evidence-Based Teaching & Learning (2024, 2025)
- Academy of Management Conference Attendee (2021, 2023)
 - AOM Teaching & Learning Conference (2023)
- Harvard Business Publishing Online Course: Normal Isn't Coming Back. What Can Educators and Students Do to Adapt in Our Ever-Changing Learning Environment? (2021)
- Harvard Business Publishing Online Course: Teaching in the disruptive time of COVID-19 (2020)

INDUSTRY WORK EXPERIENCE

- ***Branner Consulting, LLC***
Founder & President (2008 – Present)
Branner Consulting, LLC is an independent consulting firm that started in 2008 to help small businesses with improvements in operations management processes.
- ***Bank of America***
Senior Vice President (2006 – 2015)
Small Business Lending, Deposits, and Payments Product Delivery Manager in Global Technology & Operations responsible for end-to-end execution for new small business products or processes that required technology platform enhancements. Previous leadership roles across

Global Technology & Operations in Channel Technology, Data Analytics & Modeling, Quality & Change Delivery, and Corporate Staff Technology.

- ***Citigroup***

- MBA Summer Associate (Summer 2005)**

- Generated a statistical model that predicted the balances saved on credit cards based on various business metrics. The framework was used to set business goals and as a coaching tool for front-line call center managers.

- ***The Dow Chemical Company***

- Chemical Engineer (1996 – 2004)**

- Engineer to manufacturing plants in multiple locations across the US, Canada, and Germany.

OTHER HONORS and AWARDS

- Bank of America Diverse Leaders Award 2013, 2014
- Columbia University Executive Education/Bank of America Leadership Program Recipient in 2012
- Vanderbilt University Owen Merit Scholarship 2004 - 2006
- National Black MBA Mercedes Benz Scholarship Recipient 2005
- National Action Council for Minority Engineers Scholarship Recipient 1997
- University of Tennessee Cross Country Athlete of the Year 1996
- University of Tennessee Track & Field / Cross Country Athletic Scholarship 1993 – 1998