

STANFORD A. WESTJOHN, Ph.D.

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Stanford A. Westjohn, Ph.D.

Assistant Professor of Marketing and International Business
The University of Toledo
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ACADEMIC EMPLOYMENT

The University of Toledo, Toledo, Ohio

2009 - present, Assistant Professor of Marketing and International Business

EDUCATION

Ph.D. *Saint Louis University*, St. Louis, Missouri

International Business and Marketing, 2009.

Dissertation: "Global Consumption Orientation: An Investigation of Antecedents and Consequences."

Dissertation Chair: Mark J. Arnold

M.B.A. *Eastern Illinois University*, Charleston, Illinois 1996

B.S. *Illinois State University*, Normal, Illinois 1992

REFEREED JOURNAL PUBLICATIONS

1. Gelbrich, Katja, Daniel Gäthke, and Stanford A. Westjohn (forthcoming) "The Effectiveness of Absurdity in Advertising Across Cultures," *Journal of Promotion Management*, (forthcoming).
2. Magnusson, Peter, Stanford A. Westjohn, and Srdan Zdravkovic (forthcoming) "Further Clarification on How Perceived Brand Origin Affects Brand Attitude: A Reply to Samiee and Usunier," *International Marketing Review*, (forthcoming).
3. Magnusson, Peter, Stanford A. Westjohn, and Srdan Zdravkovic (forthcoming) "What? I thought Samsung was Japanese?: Accurate or not, perceived country of origin matters," *International Marketing Review*, (forthcoming).
4. Murray, Janet Y., Masaaki Kotabe, and Stanford A. Westjohn (2009) "Global Sourcing Strategy and Performance of Knowledge-Intensive Business Services: A Two-Stage Strategic Fit Model," *Journal of International Marketing*, 17(4): 90-105.
5. Westjohn, Stanford A., Mark J. Arnold, Peter Magnusson, Srdan Zdravkovic, and Joyce Xin Zhou (2009) "Technology Readiness and Usage: A Global Identity Perspective," *Journal of the Academy of Marketing Science*, 37(3): 250-265.

6. Magnusson, Peter, Stanford A. Westjohn, and David J. Boggs (2009) "Order of Entry Effects for Service Firms in Developing Markets," *Journal of International Marketing*, 17(2): 23-41.
7. Magnusson, Peter, Rick T. Wilson, Srdan Zdravkovic, Joyce Xin Zhou, and Stanford A. Westjohn (2008) "Breaking through the Cultural Clutter: A Comparative Assessment of Multiple Cultural and Institutional Frameworks" *International Marketing Review*, 25(2): 183-201.

PUBLICATIONS / CHAPTERS IN BOOKS

1. Westjohn, Stanford A. and Peter Magnusson "Theory of the Global Consumer," *Handbook of Research in International Marketing*, 2nd Edition, Subhash Jain and David A. Griffith (eds.), Edward Elgar Publishing Inc. (*in press*)
2. Magnusson, Peter and Stanford A. Westjohn "Is there a country of origin theory?" *Handbook of Research in International Marketing*, 2nd Edition, Subhash Jain and David A. Griffith (eds.), Edward Elgar Publishing Inc. (*in press*)
3. Magnusson, Peter and Stanford A. Westjohn "Stages of Market Development," *Wiley International Encyclopedia of Marketing*, Daniel C. Bello and David A. Griffith (eds.), Volume 6 International Marketing, John Wiley & Sons Limited. (*in press*)

REFEREED CONFERENCES

1. Magnusson, Peter, Rick Ridnour, Robert Peterson, and Stanford A. Westjohn (2011) "Should Organizational Culture Mimic or Differentiate from National Culture? A Cross-Cultural Examination of Marketing & Sales Alignment on Firm Performance," *Academy of International Business Annual Conference*, Nagoya, Japan, June 2011.
2. Magnusson, Peter, Vijaykumar Krishnan Palghat, Stanford A. Westjohn, and Srdan Zdravkovic (2011) "What Happens to "Brand Japan" When Toyota Suddenly Accelerates? Brand-Related Beliefs and Their Effect on Country-Level Attitudes," *Academy of International Business Annual Conference*, Nagoya, Japan, June 2011.
3. Westjohn, Stanford A., Peter Magnusson, and Nitish C. Singh (2010) "Effect of Personality Traits on Global and National Identification and Attitude towards the Ad," *American Marketing Association's Summer Educator's Conference*, Boston, MA, August 2010.
4. Magnusson, Peter, Stanford A. Westjohn, and Geoffrey Gordon (2010) "Market-Environment Effects on First-Mover Advantages in Emerging Markets," *Academy of International Business Annual Conference*, Rio de Janeiro, Brazil, July 2010.
5. Magnusson, Peter, Stanford A. Westjohn, and Srdan Zdravkovic (2009) "Reports of the Death of Country-of-Origin Effects Have Been Greatly Exaggerated," *Academy of International Business Annual Conference*, San Diego, CA, July 2009.
6. Park, Ji Eun and Stanford A. Westjohn (2009) "Antecedents of Consumer Animosity and the Role of Product Involvement on Purchase Intentions," *American Marketing Association's Summer Educator's Conference*, Chicago, IL, August 2009.

7. Magnusson, Peter, Stanford A. Westjohn and Srdan Zdravkovic (2009) "The Difference between Brand Origin Knowledge and Brand Origin Perception: An Examination of Country-of-Origin Effects in the LCD TV Industry," *World Marketing Congress*, Oslo, July 2009.
8. Westjohn, Stanford A., Srdan Zdravkovic and Peter Magnusson (2008) "Exploring Attitudes towards Globalization and its Effect on International Marketing," *American Marketing Association's Summer Educator's Conference*, San Diego, CA, August, 2008.
9. Magnusson, Peter, Srdan Zdravkovic and Stanford A. Westjohn (2008) "Is Globalization Good or Bad? A Consumer Perspective on the Dual Effects of Globalization," *Academy of International Business Annual Conference*, Milan, Italy, July, 2008.
10. Westjohn, Stanford A. and Srdan Zdravkovic (2008) "Attitude Towards Globalization: The Role of Cultural Values, Global Identity and Regulatory Focus," *Marketing Management Association Spring Conference*, Chicago, IL, April, 2008.
11. Westjohn, Stanford A., Srdan Zdravkovic, Peter Magnusson, and Hongxin Zhao (2007) "Culture's Influence on Consumers' Technology Readiness and Their Intentions to Use Self-Service Technologies" *Academy of International Business*, Indianapolis, IN, June, 2007.
12. Magnusson, Peter, Stanford A. Westjohn, and David J. Boggs (2007) "Order of Entry Effects for Knowledge-Based Service Firms in Emerging Markets," *Academy of International Business Annual Conference*, Indianapolis, IN, July, 2007.
13. Westjohn, Stanford A. and Mark J. Arnold (2007) "The Effect of Consumers' Core Self-Evaluations On Customer Satisfaction and Dissatisfaction" *American Marketing Association's Summer Educator's Conference*, Washington, D.C., August, 2007.
14. Murray, Janet Y., Masaaki Kotabe and Stanford A. Westjohn (2007) "Global Sourcing Strategy and Performance of Knowledge-Based Services: A Two-Stage Strategic Fit Model" *First Annual Research Conference and Workshop on Offshoring* sponsored by the Duke Fuqua School of Business, April, 2007.
15. Magnusson, Peter, Rick T. Wilson, Srdan Zdravkovic, Joyce Xin Zhou and Stanford A. Westjohn (2006) "Hofstede, House, Trompenaars, or Schwarz: Whose Cultural Distance Matters?" *Academy of Management*, Atlanta, GA, August 2006.
16. Westjohn, Stanford A. and Janet Y. Murray (2006) "Relationship Between Global Sourcing Strategy and Performance of Knowledge-Based Services: A Strategic Fit Perspective," *Academy of International Business*, Beijing, China, June 2006.

HONORS AND AWARDS

Literati Network Awards for Excellence 2009 as a Highly Commended Award Winner - Magnusson, Peter, Rick Wilson, Srdan Zdravkovic, Joyce Zhou, and Stan Westjohn (2008) "Breaking

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Through the Cultural Clutter: A Comparative Assessment of Multiple Cultural and Institutional Frameworks,” *International Marketing Review*, 25(2): 183-201.

Marketing Management Association Distinguished Paper Award – 2008 Marketing Management Association Conference, “Attitude Towards Globalization: The Role of Cultural Values, Global Identity and Regulatory Focus”.

Academy of International Business Doctoral Consortium Participant – 2008 Milan, Italy.

Temple/AIB Best Paper Award – 2007 Academy of International Business Conference, Indianapolis, IN: “Order-of-Entry Effects for Knowledge-Based Service Firms in Emerging Markets”.

IMR’s Award for Best Paper in International Marketing – 2007 Academy of International Business Conference, Indianapolis, IN: “Order-of-Entry Effects for Knowledge-Based Service Firms in Emerging Markets”.

TEACHING EXPERIENCE

The University of Toledo

BUAD-2080 Global Environment of Business
MKTG-3140 International Marketing

Saint Louis University

MKTG-625 International Marketing (MBA)
IB-200 Introduction to International Business
MKTG-300 Introduction to Marketing Management

SERVICE

Service to Academic Community:

- Editorial Review Board member - *Journal of International Marketing* (2010-present).
- Editorial Review Board member - *Journal of World Business* (2010-present) (ad-hoc 2009).
- Ad-hoc reviewer - *Journal of Small Business Management* (2010-present).
- Ad-hoc reviewer - *Journal of Promotion Management* (2011).
- Reviewer for following conferences:
 - Academy of International Business Annual Meeting (2006 - 2010);
 - American Marketing Association Summer Educator’s Conference (2007 - 2010);
 - Academy of Marketing Science World Marketing Congress (2009);
 - Marketing Management Association Spring Conference (2008);
 - Academy of Management Annual Meeting (2006);
 - Midwest Decision Sciences Institute Annual Meeting (2010);
 - International Business Research Forum [*Temple University Fox School of Business*] (2007);
 - Research Conference and Workshop on Offshoring [*Duke Fuqua School of Business*] (2007).
- Professional Associations:
 - Academy of International Business,
 - American Marketing Association

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Service to University Community:

- Academic Leadership Steering Committee - University of Toledo (2010 - 2011).
- Research Enhancement Action Team - University of Toledo (2009 - 2010).
- International Business Association Faculty Advisor - University of Toledo (2010 - present).
- Ph.D. Steering Committee Representative - Saint Louis University (2008 - 2009).
- Graduate Student Association Representative - Saint Louis University (2006 - 2007).

Service to Community At-Large:

- Treasurer/Membership Chairman/Board Member - Fine Arts County of Effingham (2001-2007)
 - Musician/Singer - Sacred Heart Church, Effingham IL (2000 - 2009)
 - Board Member - Effingham County YMCA (2003 - 2005).
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PROFESSIONAL WORK EXPERIENCE

- Twelve years industry experience in sales and marketing.
- Steady progression from front line sales to director of sales and marketing.
- Managed large accounts worth up to \$20 million in annual revenue.
- Developed marketing plans for new product rollouts, e.g. wireless internet service and community website package for associations.
- Industry experience in telecommunications, Internet e-commerce and some light manufacturing.

Consolidated Communications, Inc.; Effingham, Illinois 1992-1998

Title: account executive, customer service trainer, client services manager.

Served in several client interaction roles for several business divisions of this facilities-based telecommunications company. Responsibilities included developing and maintaining new client relationships for directory advertising, telecommunications services, and call center services. Certified as a customer service instructor and trained employees on achieving extraordinary customer relations.

InterAccess, LLC; Nashville, Tennessee 1998-2000

Title: director of sales and marketing

Managed the rollout of a website software package designed for associations, e.g. chambers of commerce, for this internet start-up company. Responsible for acquiring new association clients as well as developing revenue stream plans for each.

Prairie iNet; West Des Moines, Iowa 2000-2002

Title: territory sales manager

Responsible for direct commercial sales of wireless broadband internet service as well as managing a workforce and developing plans for generation of consumer customers.

Pap-r Products; Martinsville, Illinois 2002-2003

Title: national sales manager

Responsible for maintaining existing client accounts, bidding for new projects, and developing new clients for this paper converting company.