

Stanford A. Westjohn

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Department of Marketing and International Business
College of Business & Innovation
The University of Toledo
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ACADEMIC EMPLOYMENT

The University of Toledo, College of Business & Innovation, Toledo, Ohio
2014 – present, Associate Professor of Marketing and International Business
2009 – 2014, Assistant Professor of Marketing and International Business

EDUCATION

Ph.D. *Saint Louis University*, St. Louis, Missouri
Marketing and International Business, (2009)
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

Magnusson, Peter, Robert Peterson, and Stanford A. Westjohn (2014), “The influence of national cultural values on the use of rewards alignment to improve sales collaboration,” *International Marketing Review*, 31 (1), 30-50.

Magnusson, Peter, Vijaykumar Krishnan, Stanford A. Westjohn, and Srdan Zdravkovic (2014), “The Spillover Effects of Prototype Brand Transgressions on Country Image and Related Brands,” *Journal of International Marketing*, 22 (1), 21-38.

Magnusson, Peter, Stanford A. Westjohn, Alexey Semenov, Arilova Randrianasolo, and Srdan Zdravkovic (2013) “The Role of Cultural Intelligence in Marketing Adaptations and Export Performance,” *Journal of International Marketing*, 21 (4), 44-61.

Westjohn, Stanford A., Nitish Singh, and Peter Magnusson (2012) “Responsiveness to Global and Local Consumer Culture Positioning: A Personality and Collective Identity Perspective,” *Journal of International Marketing*, 20(1): 58-73.

Gelbrich, Katja, Daniel G athke, and Stanford A. Westjohn (2012) “Anthropomorphism and Allegory in Advertising Across Cultures: Effects on Memory and Persuasion,” *Journal of Euromarketing*, 21(4): 174-192.

Magnusson, Peter, Stanford A. Westjohn, Geoffrey Gordon, and Tim Aurand (2012) “Environmental Dynamics and First-Mover Advantages in Emerging Markets,” *Marketing Management Journal*, 22(1): 17-34.

Gelbrich, Katja, Daniel G athke, and Stanford A. Westjohn (2012) “The Effectiveness of Absurdity in Advertising Across Cultures,” *Journal of Promotion Management*, 18(4): 393-413.

Magnusson, Peter, Stanford A. Westjohn, and Srđan Zdravkovic (2011) "Further Clarification on How Perceived Brand Origin Affects Brand Attitude: A Reply to Samiee and Usunier," *International Marketing Review*, 28(5): 497-507.

Magnusson, Peter, Stanford A. Westjohn, and Srđan Zdravkovic (2011) "'What? I thought Samsung was Japanese': Accurate or not, perceived country of origin matters," *International Marketing Review*, 28(5): 454-472.

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.

Westjohn, Stanford A., Mark J. Arnold, Peter Magnusson, Srđan 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.

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.

Magnusson, Peter, Rick T. Wilson, Srđan 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

Westjohn, Stanford A., Peter Magnusson, and Joyce X. Zhou (2015), "Does the Value of Global Brands Apply to Both Foreign and Domestic-Based Global Brands?" in *Entrepreneurship in International Marketing (Advances in International Marketing)*, Shaoming Zou and Hui Xu and Linda Hui Shi, (eds.) Vol. 25. Bingley: Emerald Group Publishing Limited.

Westjohn, Stanford A. and Peter Magnusson (2011) "Theory of the Global Consumer," *Handbook of Research in International Marketing*, 2nd Edition, Subhash Jain and David A. Griffith (eds.), Edward Elgar Publishing, 317-332.

Magnusson, Peter and Stanford A. Westjohn (2011) "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, 292-316.

Magnusson, Peter and Stanford A. Westjohn (2011) "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, pp. 110-113.

REFEREED CONFERENCES

Magnusson, Peter, Stanford A. Westjohn, Ahmed Radadi (2015) "How Do Values Change When Immersed in a Foreign Cultural Environment?" Academy of International Business Annual Conference in Bengaluru India June 28-30, 2015.

Westjohn, Stanford A., Peter Magnusson, and Joyce Zhou (2014) "Does the value of global brands apply to both foreign and domestic-based global brands?," Consortium for International Marketing Research Conference June 26-29, 2014 in Victoria, BC, Canada.

Magnusson, Peter, Stanford A. Westjohn, and Srđan Zdravkovic (2014) "An Examination of the Interplay between Corporate Social Responsibility, the Brand's Home Country, and Consumer Global Identification," Academy of International Business Conference June 23-26, 2014 in Vancouver, Canada.

Magnusson, Peter, Vijaykumar Krishnan, Srđan Zdravkovic, and Stanford A. Westjohn (2012) "The Spillover Effects of Brand Transgressions on Country Image and Related Brands," *American Marketing Association's Summer Educator's Conference*, Chicago, IL, August 2012.

Westjohn, Stanford A., Peter Magnusson, and Srđan Zdravkovic (2012) "Bundling Cultural Intelligence and Marketing Adaptations to Improve Export Performance," *Academy of International Business Annual Conference*, Washington, D.C., June 2012.

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.

Magnusson, Peter, Vijaykumar Krishnan Palghat, Stanford A. Westjohn, and Srđan 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.

Gelbrich, Katja, Daniel G athke, and Stanford A. Westjohn (2011) "The effects of absurd ads on memory and persuasion across cultures," *Australia & New Zealand Marketing Academy Conference Proceedings*, Perth, Western Australia, November 2011.

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.

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.

Magnusson, Peter, Stanford A. Westjohn, and Srđan 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.

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.

Magnusson, Peter, Stanford A. Westjohn and Srđan 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.

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.

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.

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.

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.

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.

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.

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.

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.

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

Diversity Champion – (2014) recognized in the 2014 Campus Climate Survey as someone who represents and embraces diversity well at the University of Toledo.

Outstanding Research Award – (2012) UT College of Business and Innovation recognizes one faculty member each year for substantial intellectual contributions to management theory and practice.

Student Impact Award - (2011) Recognized as one of 25 faculty from the University of Toledo who positively influenced students through their enthusiasm, knowledge, dedication and creativity.

Best Paper in International Marketing Track Award - (2011) Australia & New Zealand Marketing Academy, “The effects of absurd ads on memory and persuasion across cultures”.

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 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

Undergraduate: BUAD-2080 Global Environment of Business
IBUS-3150 Understanding Cultural Differences for Business
IBUS-4100 International Study Abroad
MKTG-3140 International Marketing
Graduate: BUAD-6500 International Business
EMBA-6100 Global Competitive Challenge
EMBA-6120 Cultural, Legal and Operational Issues in Doing Business Abroad
EMBA-6470 Global Business Study Abroad
IBUS-6100 International Study Abroad

Saint Louis University

Undergraduate: IB-200 Introduction to International Business
MKTG-300 Introduction to Marketing Management
Graduate: MKTG-625 International Marketing

SERVICE

Academic Service:

- Editorial Review Board member
 - *Journal of International Marketing* (2010-present)
 - *Journal of World Business* (2010-2011) (ad-hoc 2009)
- Track Chair
 - Academy of International Business Southeast Region – *International Marketing Track* (2014, 2015)
- Session Chair
 - Academy of International Business Southeast Region – *Entrepreneurship, SMEs, and Born Globals Session* (2014)
- Ad-hoc reviewer
 - *International Marketing Review* (2011, 2012, 2013, 2014)
 - *Journal of Consumer Marketing* (2015)
 - *Journal of Promotion Management* (2011)
 - *Journal of Small Business Management* (2010, 2011)
 - *Marketing Management Journal* (2011, 2012)

- Reviewer for following conferences:
 - Academy of International Business Annual Meeting (2006 - 2015);
 - American Marketing Association Summer Educator's Conference (2007 - 2013);
 - Academy of International Business Southeast (2014, 2015)
 - 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, (2006-present)
 - Academy of International Business – South East (2014-2015)
 - American Marketing Association (2007-present)

University Service:

- Dissertation Committee: Mark Ma Ga Yang (2012)
- Supervised Honors Theses - (Staudt 2009, Kossow 2012, Ross 2012, Hess 2013)
- Faculty Advisor for International Business Association - University of Toledo (2010-present)
- Arts Committee for the College of Business and Innovation - University of Toledo (2011-2013)
- Academic Leadership Steering Committee - University of Toledo (2010-2011)
- Leadership Council - University of Toledo (2014-2015)
- Assessment Committee - University of Toledo (2014-2015)
- Graduate Council - University of Toledo (2014-2015)
- Research Enhancement Action Team - University of Toledo (2009-2010)
- Undergraduate Programs Committee - University of Toledo (2010-2012)
- Ph.D. Steering Committee Representative - Saint Louis University (2008-2009)
- Graduate Student Association Representative - Saint Louis University (2006-2007)

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.

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.

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 for this internet start-up company.

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.

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.