

## EDUCATION

*Ph.D.*, Department of Marketing and Multinational Business: Florida State University, Tallahassee, Florida. August, 2011. Dissertation Title: *Opportunity Dominant Logic: Creating and Deploying Marketing Capabilities Under Conditions of Uncertainty.*

*Master of International Management* in Finance and Marketing: Thunderbird School of Global Management, Glendale, Arizona, 1984.

*Bachelor of Arts*. University of Iowa, Iowa City, Iowa, 1982. Major: Letters and Creative Writing.

*Certificate of Study, French Language Studies*. University of Rennes II, Rennes, France, 1981, 1983.

## HONORS & AWARDS

Academy of International Business Doctoral Consortium, June 2009.

Sheth Foundation Grant, June, 2009.

Editor of *DasTor* (Journal of World Affairs); Student Council Programs Board; Graduate Assistant, Department of World Business. Assistant to the Editor, " *Proceedings of the World Banking Conference*," 1983.

Honors Fellowship in English at ENSA Rennes, 1982-83.

National Merit Scholarship Finalist, Commended Scholar, Deen/MCID 10BT/F1 12 Tfp5W\*BT/F1 12

Dissertation Chair for Wendy Gillis (DBA, 2018), Marlon Hubbard (DBA expected, 2019), Kim Rutkowski (DBA expected 2019), Clayton Rasberry (DBA expected, 2019). Chris Gonzalez (DBA expected, 2019)

Dissertation Co-chair (with Matrecia James) Bob Brigham (DBA expected, 2019)

Dissertation Committee member, Ross Stephenson (Embry-Riddle, PhD expected 2019), Leigh Hartman (DBA expected, 2019).

Chair, Department of Marketing and International Business

Associate Professor, Department of Marketing and International Business,

Davis College of Business, Jacksonville University. 2014 to 2016.

Developed and launched Consumer Goods and Service Marketing program, Executive MBA, MBA, and Undergraduate

Managed Department Assessment

Evaluated Faculty and hired 2 new tenure-track faculty and 2 resource faculty

Assistant Professor, Department of Marketing and International Business, Davis College of Business, Jacksonville University. 2009 to 2014.

Summer in China Program, 2013. Faculty leader, 1 month, 9 credit Summer Program

New Courses Developed:

INB 303: Competing in the Global Economy (implemented 2013)

INB 765: Marketing with a Global Mindset

Instructor, Department of Marketing and Multinational Business, Florida State University, Tallahassee, Florida. 2006-2009. Courses taught:

MAN 3600: Multinational Business Operations,

MAR 4156: International Marketing

MAR 3023: Principles of Marketing

MBA Mentor Developed course content, graded student assignments for On-line MBA courses.

MAN 5601: Multinational Business Operations,

MAR 5816: Marketing Strategy

Service Founder, Marketing Doctoral Brown Bag Series, 2008

Instructor of Marketing, Department of Marketing, University of North Florida, Jacksonville, FL. 2004-2006. Full time instructor with 4-4 load. Courses taught:



Hargis, University of the Pacific. 2009. *International Journal for the Scholarship of Teaching and Learning*. 3 (1),

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"Differentiating Customer Engagement and Customer Participation in Services Marketing", Gillis, Wendy, Johansen, D., and Vivek, S., *Academy of Marketing Science Annual Conference*, New Orleans, May 17-20, 2018.

"A New In-Store Landscape" Calk, D., Agrawal, V., and Johansen, D., *Academy of Marketing Theory and Practice*



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SMS, 2008 -2014 Reviewer

WMC, 2009-2012 Reviewer

AMTP 2009-2012 Reviewer

Journal of the Academy of Marketing Science, 2010-present Reviewer

Journal of International Marketing 2010-present Reviewer

International Business: Research, Teaching and Practice 2009 to present Reviewer

Journal of International Business Studies, 2010-present Reviewer

International Journal of Emerging Markets, 2012-Present Reviewer

## COMMUNITY SERVICE

Jacksonville/Northeast Florida Global Cities Initiative Steering Committee Member, 2014 to present

Jacksonville/Northeast Florida Global Cities Initiative Core Team Member, 2014 to present

Board of Advisors: Ponte Vedra High School International Business and Marketing Magnet Program  
2010 to present

Board of Advisors: The ARTery, Jacksonville FL. A not-for-profit art promotion organization. 2014

Strategic Planning, Cathedral Arts Project, Jacksonville FL. A not-for-profit arts education program. 2012

Chapter Leader, Northeast Florida Thunderbird Alumni Association 2011 to present

## ORGANIZATION MEMBERSHIPS

American Marketing Association

Academy of International Business

Academy of Marketing Science

Strategic Management Society

Academy of Management

GEPRASAO Sao Paulo Brazil

## BUSINESS EXPERIENCE

Ecobid.com, Inc. Jacksonville, FL. Founder and President, 1997- 2002 A web concept development company for the management of environmental compliance information and employee environmental







DOUGLAS L. JOHANSEN

- Managed a worldwide market research program via direct mail and focused group interviews and developed target markets and marketing strategies.
- Managed print media programs, ad production and placement for international sales department, managed agent sales programs.
- Trained sales personnel in Xerox PSS and ADS selling programs.

LANGUAGES

Native English

Fluent French

Fluent Portuguese

Proficient German

Knowledge of Spanish