
Clark D. Johnson

Graziadio Business School || Pepperdine University

Graziadio Business School
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EDUCATION

Saint Louis University, Saint Louis, Missouri

- Ph.D. Marketing and International Business
 - Graduate Minor in Research Methodology
 - Certificate in University Teaching Skills

Southern Illinois University Edwardsville, Edwardsville, Illinois

- M.S. Economics and Finance

University of Central Missouri, Warrensburg, Missouri

- M.B.A.

Hannibal-LaGrange University, Hannibal, Missouri

- B.A. Business Administration

REFEREED JOURNAL PUBLICATIONS

Bauer, B.C., & Johnson, C.D. (Forthcoming). I thought my idea to use your idea was a great idea: Inadvertent plagiarism in marketing. *Journal of Advertising*.

Johnson, C.D., Bauer, B.C., & Carlson, B. (Forthcoming). Constituency building: Determining consumers' willingness to participate in corporate political activities. *International Journal of Research in Marketing*.

Johnson, C.D., Bauer, B.C., & Niederman, F. (2021). The automation of management and business science. *Academy of Management Perspectives*, 35(2). p. 292-309.

Johnson, C.D., Bauer, B.C., Kelting, K., Jankuhn, N., & Sim, W. (2021). Location, location... mailing location? The impact of address as a signal. *Journal of Business Research*, 128. p. 326-337.

Brunts, E., Delkamiller, M., Kazmi, A., Kobasa, T., Nixon, M., Parmley, L., Shah, S., Wisbey, S., Yao, X., & Johnson, C.D. (2021). Implementation of self-management principles to international business education: A case study. *International Business: Research, Teaching, and Practice*, 10(1).

Johnson, C.D., Kuang, Y., & Jankuhn, N. (2020). You're not a teetotaler, are you? A framework of nonalcoholic wine consumption motives and outcomes. *Journal of Food Products Marketing*, 26(5). p. 372-383.

Johnson, C.D., Bauer B.C., & Singh, N. (2020). Exploring flow in the mobile interface context. *Journal of Retailing and Consumer Services*, 53.

Hartwell, C.J., Johnson, C.D., Posthuma, R.A. (2019). Are we asking the right questions? Comparing validity of four structured interview question types. *Journal of Business Research*, 100. p. 122-129.

Johnson, C.D., Bauer, B.C., Ascencio, C.A, Kuang, Y. (2019). Priming from the pulpit: Extending regulatory focus theory to church services. *Nonprofit Management & Leadership*, 29. p. 437-447.

Bauer, B.C., Johnson, C.D., & Singh, N. (2018). Place-brand stereotypes: Does stereotype-consistent messaging matter? *Journal of Product & Brand Management*, 27(7). p. 754-767.

GRANTS AND SPONSORED RESEARCH

Cross-School Collaborative Research Program. (2021). \$25,000, Pepperdine Graziadio School of Business.

REFEREED CONFERENCE PRESENTATIONS

Bauer, B.C., & Johnson, C.D. (October 2021). When social distancing seems too close: The role of construals and culture. Paper presented at the annual meeting of the Academy of International Business – U.S. Southeast Chapter, virtual conference.*

Bauer, B.C., & Johnson, C.D. (October 2021). Joint advertising: The impact of partner and product type on cognitive fit. Paper presented at the AMA Global Marketing SIG Conference, Taormina, Italy.

Johnson, C.D., Bauer, B.C., & Singh, N. (October 2021). The role of culture, economic development, and brand traits in negative event spillover and recovery. Paper presented at the AMA Global Marketing SIG Conference, Taormina, Italy.

Johnson, C.D., Smith, D., & Bauer, B.C. (June 2021). Does abstract processing facilitate effective emotional labor? Paper presented at the annual meeting of the Academy of International Business, virtual conference.

Johnson, C.D., Bauer, B.C., & Arnold, M.J. (June 2021). The effect of brand crises on endorser reputation and endorsement portfolios. Paper presented at the 50th annual conference of the Academy of Marketing Science, virtual conference.

Bauer, B.C., Carlson, B., Arnold, M.J., & Johnson, C.D. (February 2021). Divergence in brand community membership: The multiple roles of social distance & commitment. Paper presented at the American Marketing Association Winter Academic Conference, virtual conference.

Johnson, C.D., Maertz, C.P., Arnold, M.J., & Bauer, B.C., (October 2020). Intercultural negotiations: Examining change in processing, attitudes, and intentions by evaluating competing theories.

Paper presented at the annual meeting of the Academy of International Business – U.S. Southeast Chapter, virtual conference.

Johnson, C.D., Kuang, Y., & Jankuhn, N. (October 2020). You're not a teetotaler, are you? A framework of nonalcoholic wine consumption motives and outcomes. Paper presented at the annual meeting of the Academy of International Business – U.S. Southeast Chapter, virtual conference.

Davis, J., Duban, J., Elkins, W., Hughes, B., & Johnson, C.D. (October 2019). Construal levels and innovation in diverse work teams: The moderating effect of cultural intelligence. Paper presented at the annual meeting of the Academy of International Business – U.S. Southeast Chapter, San Antonio, TX.

Johnson, C.D., & Bauer, B.C. (May 2019). I thought my idea to use your idea was a great idea: Inadvertent plagiarism as 'innovation'. Paper presented at the 47th annual conference of the Academy of Marketing Science, Vancouver, BC.

Bauer, B.C., & Johnson, C.D. (May 2019). Amiable or able? Matching ad messaging to endorser stereotypes. Paper presented at the 47th annual conference of the Academy of Marketing Science, Vancouver, BC.

Brunts, E., Delkamiller, M., Kazmi, A., Kobasa, T., Nixon, M., Parmley, L., Shah, S., Wisbey, S., Yao, X., & Johnson, C.D. (March 2019). Implementation of self-management principles to international business education: A case study. Paper presented at the annual meeting of the Academy of International Business – U.S. Midwest Chapter, Chicago, IL.

Johnson, C.D., & Bauer, B.C. (November 2018). Cultural intelligence and interpersonal regulatory fit in intercultural negotiations. Paper presented at the annual meeting of the Academy of International Business – U.S. Southeast Chapter, Nashville, TN.**

Johnson, C.D., Bauer, B.C., Kelting, K., Jankuhn, N., Sim, W., & Sattari, K. (November 2018). Are addresses affecting attitudes? The moderating role of consumer nationality. Paper presented at the annual meeting of the Academy of International Business – U.S. Southeast Chapter, Nashville, TN.

Johnson, C.D., Bauer, B.C., & Niederman, F. (October 2018). The automation of social science. Paper presented at the 60th annual meeting of the Midwest Academy of Management, Saint Louis, MO.

Bauer B.C., & Johnson, C.D. (August 2018). Brand communities and competing construals. Paper presented at the annual meeting of the American Marketing Association, Boston, MA.

Johnson, C.D., Bauer B.C., & Singh, N. (August 2018). Exploring flow in the mobile interface context. Paper presented at the annual meeting of the American Marketing Association, Boston, MA.

Bauer, B.C., Johnson, C.D. (June 2018). Global rivals partnering in joint advertising... What's the motive? Paper presented at the annual meeting of the Academy of International Business, Minneapolis, MN.

- Johnson, C.D., Bauer, B.C., Carlson, B. (June 2018). Constituency building: Determining consumers' willingness to participate in corporate political activities. Paper presented at the annual meeting of the Academy of International Business, Minneapolis, MN.
- Johnson, C.D., Bauer, B.C., Ascencio, C.A, Kuang, Y. (May 2018). Priming from the pulpit: Extending regulatory focus theory to faith-based services. Paper presented at the 46th annual conference of the Academy of Marketing Science, New Orleans, LA.
- Johnson, C.D., & Bauer, B.C. (October 2017). The role of CQ in CSR localization and social performance. Paper presented at the annual meeting of the Academy of International Business – U.S. Southeast Chapter, Washington, D.C.
- Johnson, C.D., Lorenz, M.P., & Ramsey, J.R. (August 2017). Feeling it vs faking it: Exploring the flow state in emotional labor. Paper presented at the annual meeting of the American Marketing Association, San Francisco, CA.
- Lorenz, M.P., Ramsey, J.R., Johnson, C.D., & Franke, G.R. (July 2017). Expatriates' cultural intelligence and ethical relativism: Effects on opportunism and customer relationship performance. Paper presented at the annual meeting of the Academy of International Business, Dubai, U.A.E.
- Johnson, C.D. (November 2016). Cultural intelligence and the multinational's cross-border corporate political activities. Paper presented at the annual meeting of the Academy of International Business – U.S. Southeast Chapter, Tampa, FL.
- Maertz, C.P., Bauer, B.C., & Johnson, C.D. (October 2016). Psychological attachment and work performance unbundled: Clarifying two key nomological nets and their intersection. Paper presented at the 59th annual meeting of the Midwest Academy of Management, Fargo, ND.
- Bauer, B.C., Johnson, C.D., & Singh, N. (August 2016). Cultural values in advertising: The importance of matching consumer perceptions. Paper presented at the AMA Summer Academic Conference, Atlanta, GA.
- Johnson, C.D. (April 2016). Emerging market multinationals: A firm-level analysis using MD&A content analysis. Paper presented at the 30th annual meeting of the Academy of International Business – U.S. Midwest Chapter, Chicago, IL.*
- Bauer, B.C., Johnson, C.D., Roy, D., & Ramsey, J.R. (April 2016). Interpersonal perception, image management, and social acceptance: The moderating effect of cultural intelligence. Paper presented at the 30th annual meeting of the Academy of International Business – U.S. Midwest Chapter, Chicago, IL.

ACADEMIC EXPERIENCE

Assistant Professor of Marketing — Pepperdine University, Fall 2020 – Present

Graziadio Business School

Classes taught:

- MKTG 680 – Global Brand Management
- MKTG 626 – Marketing Management
- MKTG 676 – Brand Management
- MKTG 671 – Global Marketing

Visiting Instructor of Management — Saint Louis University, Spring 2020

Classes taught:

- MGT 3000 – Management Theory and Practice
- MGT 3100 – Organizational Behavior
- MGT 4000 – Strategic Management and Policy

Visiting Instructor of Business — Hannibal-LaGrange University, Fall 2019

Classes taught:

- MKT 323 – Principles of Advertising
- BUS 391 – International Business
- MAN 491 – Negotiations
- MAN 323 – Organizational Behavior

Graduate Assistant and Instructor — Saint Louis University, Fall 2017 – Spring 2019

Classes taught:

- IB 2000 – Intro to International Business
- MGT 3301 – Negotiations and Conflict Resolution

Adjunct Instructor — Jefferson College, Fall 2016 – Spring 2018

Classes taught:

- BUS 101 – Intro to Business (*all online sections*)
- ECO 101 – Macroeconomics

AWARDS, HONORS, AND CERTIFICATIONS

- Best Paper[‡], Academy of International Business – U.S. Southeast Chapter 2021 Annual Conference
- William J. Ziegler Best Ph.D. Student Paper^{**}, Academy of International Business – U.S. Southeast Chapter 2018 Annual Conference
- Janet A. Henquinet Student Scholarship Award, 2018 Midwest Academy of Management
- Best Student Reviewer[†], Academy of International Business – U.S. Southeast Chapter 2016 Annual Conference
- Best Student Paper^{*}, Academy of International Business – U.S. Midwest Chapter 2016 Annual Conference
- CITI Program – Social/Behavioral Research Investigator Certification

PROFESSIONAL ASSOCIATIONS

- Academy of Marketing Science (AMS)
- Academy of International Business (AIB)

ACADEMIC SERVICE AND ACTIVITIES

- Journal of Marketing Management, Special Issue Reviewer (2021)
- Journal of Wine Research, Ad-hoc Reviewer (2020)
- AIB – U.S. Southeast Session Chair (2020)
- AIB – U.S. Southeast Chapter (2016⁺ - 2020), Reviewer
- AMA Global Marketing SIG Conference (2019, 2020), Reviewer
- Ed. Review Board - International Business: Research, Teaching, & Practice (2017 – present)
- International Journal of Emerging Markets, Ad-hoc Reviewer (2019)
- GSA Department Representative (2018-2019)
- Journal of Electronic Commerce Research, Ad-hoc Reviewer (2016, 2018)
- AMS Annual Conference (2017, 2018), Reviewer
- AMA Summer Academic Conference (2016, 2017), Reviewer
- AIB Annual Conference (2017 - 2021), Reviewer
- Midwest AOM Annual Conference (2016, 2018), Reviewer
- AOM Annual Conference (2016), Reviewer

PROFESSIONAL EXPERIENCE

Account Representative — March 2014 – August 2015
ACE Private Risk Services/Fireman's Fund (O'Fallon, MO)

Corporate Trust Information Risk Officer Administrator — March 2013 – March 2014
The Bank of New York Mellon Corporation (St. Louis, MO)

Operations Support Assistant — December 2011 – March 2013
Citi Mortgage (O'Fallon, MO)

Fund Accountant, Associate — January 2011 – December 2011
State Street Corporation (Kansas City, MO)

COMMUNITY SERVICE

Board of Directors, Executive Group Member — July 2021 – Present
Aeon for Ocean (AeonForOcean.org)

MEDIA MENTIONS AND INTERVIEWS

Up Next with Gabriella Mirabelli — November 4, 2021
Constituency Building: Consumers' willingness to participate in corporate political activities
<https://www.upnextpodcast.com/episode-188/>