
Clark D. Johnson

Graziadio Business School || Pepperdine University

Graziadio Business School
Pepperdine University
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Malibu, CA 90263

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ACADEMIC EXPERIENCE

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

Classes taught:

- MKTG 603 – The Art and Science of Marketing
- MKTG 626 – Marketing Management
- MKTG 663 – Strategic Issues in Marketing
- MKTG 669 – Marketing Research
- MKTG 671 – Global Marketing
- MKTG 676 – Brand Management
- MKTG 677 – Consumer Behavior
- MKTG 680 – Global Brand Management
- MKTG 693 – Global Business Intensive: Food for Thought
- PGBS 699 – Graduate Directed Instruction

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

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). Sharing the spotlight: Understanding consumer response to joint advertising. *Journal of Advertising*.

Bauer, B.C., & Johnson, C.D. (2024). Joint advertising: The impact of domestic, foreign, and global partners on cognitive fit. *International Marketing Review*, 41(3/4). p. 767-805.

Maertz, C.P., Bauer, B.C., & Johnson, C.D. (2024). An inconvenient truth about “bundling” commitment, engagement, & embeddedness: Unbundling to extend theory on turnover motivations and beyond. *Organizational Psychology Review*, 14(2). p. 178-203.

Bauer, B.C., & Johnson, C.D. (2023). I thought my idea to use your idea was a great idea: Inadvertent plagiarism in marketing. *Journal of Advertising*, 52(2). p. 300-309.

Johnson, C.D., Bauer, B.C., & Arnold, M.J. (2022). The effect of brand crises on endorser reputation and endorsement portfolios. *Psychology & Marketing*, 39(7). p. 1385-1397.

Bauer, B.C., Carlson, B., & Johnson, C.D. (2022). The match-up hypotheses revisited: matching social judgments and advertising messaging in celebrity endorsements. *European Journal of Marketing*, 56(3). p. 869-898.

Johnson, C.D., Bauer, B.C., & Carlson, B. (2022). Constituency building: Determining consumers' willingness to participate in corporate political activities. *International Journal of Research in Marketing*, 39(1). p. 42-57.

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.

EDITED BOOK CHAPTERS

- Shanahan, D.E., and Johnson, C. (2023). An open-source solution for social change: The Goodpush Alliance. In M. M. Galan-Ladero & H. M. Alves (Eds.), *Social Marketing & Sustainable Development Goals. Case Studies for a Global Perspective*. Springer: p. 61-78.

GRANTS AND SPONSORED RESEARCH

- Pepperdine Graziadio Faculty Research Fund. (2023). \$4,900, Pepperdine Graziadio School of Business.
- Cross-School Collaborative Research Program. (2021). \$25,000, Pepperdine Graziadio School of Business.

REFEREED CONFERENCE PRESENTATIONS

- Bauer, B.C. & Johnson, C.D. (October 2025). Cryptomnesia in International Marketing: Cultural Influences on Inadvertent Plagiarism. Paper to be presented at the annual meeting of the Academy of International Business – U.S. Southeast Chapter, Miami, FL.
- Johnson, C.D., Forstmann, P., Lyon, E., & Bauer, B.C. (May 2025). Cross-Cultural Examination of Fitness Motives and Engagement: An Extended Abstract. Paper to be presented at the AMA Global Marketing SIG Conference, Sydney, Australia.

- Johnson, C.D. & Bauer, B.C. (May 2025). Does Sales Manager Abstract Processing Facilitate Effective Emotional Labor & Communication Strategies? Paper to be presented at the AMA Global Marketing SIG Conference, Sydney, Australia.
- Johnson, C.D. & Bauer, B.C. (May 2025). Culture and Salesforce Candidates' Reactions to Structured Interview Questions: An Extended Abstract. Paper to be presented at the AMA Global Marketing SIG Conference, Sydney, Australia.
- Bridges, R., Chia, N., Crockett, C., Honeyman, K., Pearce, D., & Johnson, C.D. (April 2025). Guilty Pleasures - Unlocking the Psychology Behind So-Bad-It's-Good Entertainment. Paper to be presented at the Marketing Educators' Association Conference, Los Angeles, CA.
- Babcock, A., Demirchyan, R., Elizarraz, L., Garcia, V., Larson, A., Zee, K., & Johnson, C.D. (April 2025). Beyond the Aisles - Exploring Consumer Behavior from Digital Platforms to Brick and Mortar Shelves. Paper to be presented at the Marketing Educators' Association Conference, Los Angeles, CA.
- Residorf, C., Johnson, C.D., Zdravkovic, S., Blewitt, J.C., & Li, X. (October 2024). Social Capital During and after a Doctoral Program: The SLU Experience. Panelist at the annual meeting of the Academy of International Business – U.S. Southeast Chapter, Saint Louis, MO.
- Bauer, B.C., Johnson, C.D., Randrianasolo, A.A., & Bhatia, S. (October 2024). Stereotypes of Foreign Endorsers: When to Match Endorser, Brand, & Consumer Factors. Paper presented at the annual meeting of the Academy of International Business – U.S. Southeast Chapter, Saint Louis, MO.
- Johnson, C.D., Wormek, G., Hayden, J., & Patel, R.S. (October 2024). The Effect of Head Coaches' Post-Game Language on Subsequent Team Performance. Paper to be presented at the 2024 Canadian Society for Psychomotor Learning and Sport Psychology Annual Conference, Winnipeg, Canada.
- Johnson, C.D., Ascencio, C., Bauer, B.C., Gibson, C., Lynn, T., Mooney, J., Nagaraj, V., Niederman, F., Short, C.E., & Sinclair, G. (July 2024). A swarm of scholars: Adopting & improving on the swarm method of collaborative qualitative research. Paper presented at the Academy of International Business Conference, Seoul, Korea.
- Bauer, B.C., Kelting, K., Carlson, B., & Johnson, C.D. (June 2024). Lights, camera, inequality: The underlying gender bias in celebrity endorsements. Paper presented at the AMS World Marketing Congress, Bel Ombre, Mauritius.
- Bauer, B.C., Randrianasolo, L., & Johnson, C.D. (May 2024). Foreign endorser stereotypes: Leveraging match dyads to improve perceived cognitive fit. Paper presented at the AMA Global Marketing SIG Conference, Verona, Italy.
- Heim, F., Kelly, A., Mullen, C., Steward, B., Tsuruda, M., and Johnson, C. (May 2024). The Impact of Online Brand Communities on Brand Loyalty. Paper presented at the AMA Global Marketing SIG Conference, Verona, Italy.

- Arnaldo, J.G., Burkhart, M., Quinones, B.G., Reyes, L., Woodard, J., & Johnson, C. (May 2024). Artificial Intelligence in the Healthcare Industry: Influential factors in the rate of adoption and acceptance. Paper presented at the AMA Global Marketing SIG Conference, Verona, Italy.
- Guzman, H., Parra, R., Partiyeli, E., Slama, R., & Johnson, C. (May 2024). From Stitch to Status: Weaving Instrumental Motivation into Chinese Luxury Clothing Consumption. Paper presented at the AMA Global Marketing SIG Conference, Verona, Italy.
- Bauer, B.C., & Johnson, C.D. (October 2023). Brand Community Membership in a Global World: The Effects of Perceived Psychological Distance. Paper to be presented at the annual meeting of the Academy of International Business – U.S. Southeast Chapter, Atlanta, GA.
- Blewitt, J.C., Wheeler, A., & Johnson, C.D. (October 2023). Advertising Fatigue: Keeping it between 10 and 2, the role of culture, personality, age, and the perception of creativity, novelty, and humor. Paper to be presented at the annual meeting of the Academy of International Business – U.S. Southeast Chapter, Atlanta, GA.
- Johnson, C.D., & Bauer, B.C. (July 2023). Flow and Interpersonal Communications in Marketing. Paper presented at the AMS World Marketing Congress, Canterbury, UK.
- Johnson, C.D., Bauer, B.C., & Singh, N. (July 2023). The Role of Culture, Economic Development, and Brand Traits in Negative Event Spillover and Recovery. Paper presented at the Academy of International Business Annual Conference, Warsaw, Poland.
- Li, X., Johnson, C.D., Bauer, B.C., & Singh, N. (May 2023). The Role of Cultural Intelligence in Cross-Border Corporate Political Activities: TMTs as the Boundary Spanner. Paper presented at the AMA Global Marketing SIG Conference, Santiago, Chile.
- Johnson, C.D., Bauer, B.C., & Tsougarakis, N. (May 2023). Cultural and Individual Differences in Benign and Malicious Envy. Paper presented at the AMA Global Marketing SIG Conference, Santiago, Chile.
- Russell, C., Shields, J., Johnson, C.D., Peck, J., Jha, S., Makam, S.B., Valenzuela, A., Hadi, R., Sridhar, K., Growth, O., & Krishna, A. (October 2022). Out of Touch? Multi-Methodological Approaches to the Evolving Role of Haptics in Consumers' Experiences. Special session presented at the ACR 2022 Conference, Denver, CO.
- Brar, K., Garcia, F., Neal, K., Weng, H., Johnson, C.D., & Bauer, B.C. (October 2022). Language-Based Cues in Advertising. Paper presented at the annual meeting of the Academy of International Business – U.S. Southeast Chapter, Panama City Beach, FL.
- Campi, T., Oliva, A., Williams, T., Woo, C., Johnson, C.D., & Bauer, B.C. (October 2022). Cross-Cultural Influencer Marketing. Paper presented at the annual meeting of the Academy of International Business – U.S. Southeast Chapter, Panama City Beach, FL.
- Alimohammadi, S., Donohue, K., Habtay, K., Napier, R., Johnson, C.D., & Bauer, B.C. (October 2022). Foreign Celebrity Endorsers. Paper presented at the annual meeting of the Academy of International Business – U.S. Southeast Chapter, Panama City Beach, FL.

- Johnson, C.D. (organizer), Bauer, B.C., Gibson, C., Niederman, F., Ascencio, C., Short, C.E., Margolis, J.A., Mooney, J., Nagaraj, V., Lynn, T., & Sinclair, G. (August 2022). A swarm of scholars: Adopting & improving on the swarm method of collaborative qualitative research. Symposium presented at the 82nd Annual Meeting of the Academy of Management, Seattle, WA.
- Bauer, B.C., & Johnson, C.D. (July 2022). Competition, cooperation, & communication: Partner and product type effects in joint advertising. Paper presented at the Academy of International Business Annual Conference, Miami, FL.
- Bauer, B.C., & Johnson, C.D. (May 2022). Competing construals in advertising: Consumer-brand relationships versus temporal effects. Paper presented at the 46th Academy of Marketing Science Annual Conference, Monterey, CA.
- Bauer, B.C., & Johnson, C.D. (May 2022). Brand origin stories: When to emphasize place-of-origin versus country-of-origin. Paper presented at the American Marketing Association Global Marketing SIG Conference, Crete, Greece.
- Fischbach, S., Johnson, C.D., Oh, K., Ahn, H., Novell, C., Labban, A., Gibson, C., Russell, C., & Kvidera, D. (April 2022). Does participation affect perceptions? The impact of behavioral lab participation on students' perceptions of research and graduate education. Paper presented at the Marketing Educators' Association Conference, Seattle, WA.
- 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 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.

INDUSTRY-COLLABORATIVE INITIATIVES

Curtiss Motorcycles	Marketing Management, Summer 2022	E2B Project
Curtiss Motorcycles	Brand Management, Spring 2022	Brand Audit
Aeon for Ocean	Brand Management, Spring 2022	Brand Audit

AWARDS, HONORS, AND CERTIFICATIONS

- Jay Lindquist World Marketing Congress Best Paper award, 2024 AMS World Marketing Congress
- 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)
- Academy of Management (AOM)

ACADEMIC SERVICE AND ACTIVITIES

- Marketing and Membership Director – AIB – U.S. Southeast (2024 – present)
- Ed. Review Board – Italian Journal of Marketing (2025 – present)
- Ed. Review Board – Journal of Advertising (2022 – present)
- Research award selection committee at the US Air Force Academy (2025)
- Track Chair – Academy of Marketing Science (2024, 2025)
- Track Chair – AIB – U.S. Southeast (2023, 2024)
- Psychology & Marketing, Ad-hoc Reviewer (2023)
- European Journal of Marketing, Ad-hoc Reviewer (2023)
- Journal of International Marketing, Ad-hoc Reviewer (2022-2023)
- AIB Annual Conference (2017 - 2023), Reviewer
- AIB – U.S. Southeast Chapter (2016[†] - 2023), Reviewer
- Ed. Review Board – International Business: Research, Teaching, & Practice (2017 – 2022)
- AOM Annual Conference (2016, 2022), Reviewer
- Review of Communications Research, Ad-hoc Reviewer (2022)
- AMS Annual Conference (2017, 2018, 2022), Reviewer
- Journal of Marketing Management, Special Issue Reviewer (2021)
- Journal of Wine Research, Ad-hoc Reviewer (2020)
- AIB – U.S. Southeast Session Chair (2020)
- AMA Global Marketing SIG Conference (2019, 2020), Reviewer
- International Journal of Emerging Markets, Ad-hoc Reviewer (2019)
- GSA Department Representative (2018-2019)
- Journal of Electronic Commerce Research, Ad-hoc Reviewer (2016, 2018)

- Midwest AOM Annual Conference (2016, 2018), Reviewer
- AMA Summer Academic Conference (2016, 2017), 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

DOCTORAL PROGRAMS AND INTERNSHIPS

Dissertation Committees

Katie Dickens, Ph.D.	Reader, 2023 (Thermo Fisher Scientific)
Joy Shields, DBA	Reader, 2023 (Saint Xavier University)