

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, Dean's List, 1982.

ACADEMIC EXPERIENCE

Associate Dean and Graduate Director,

Associate Professor, Department of Marketing and International Business,

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

Directed DBA, EMBA, MBA, and MSOL programs with 300+ enrolled students and 7 staff

Launched 3 new on-line graduate programs

Responsible for AACSB Accreditation, creation and implementation of graduate programs, policies and practices, including recruitment and marketing

Line responsibility for Davis College of Business Faculty, including hiring, training and evaluation

DBA, EMBA and Graduate faculty member

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:

International Marketing
Principals of Marketing
Advertising Management

Honors and Awards

Nominated for Outstanding Professor Award, 2005-2006

Nominated for Outstanding Faculty Service Award, 2005-2006

RESEARCH INTERESTS

International Marketing and Emerging Markets
Marketing Strategy and Innovation
Entrepreneurship
Supply Chain and B2B Marketing
Organization Theory

PUBLICATIONS

REFEREED JOURNAL ARTICLES

“A New In-Store Landscape: Digital Use, Engagement, Innovativeness, and Unplanned Shopping Outcomes”, Cake, D. Agrawal, V., Johansen, D. *The Journal of Marketing Theory and Practice*, 2018 In press.

“How Customer Engagement and Customer Participation Translate Across High Involvement Purchases (Like Higher Education)” *Journal of Marketing Theory and Practice*, 2018

“Strategic Logic and Marketing Resources: A Case Analysis Approach to Emerging Market Success.” Johansen, Douglas. 2014. *Journal of International Business and Cultural Studies*. 9 (1)

“Private and Public Voice: Exploring Cultural Influence.” Swanson, Scott, Robert Frankel, Marius Sagan and Douglas Johansen. 2011. *Managing Service Quality*. 21 (3)

“Entrepreneurial- and Market-Oriented International SME’s: Fit to International Environments, Dynamic Capabilities and Competencies” Johansen, Douglas and Gary Knight 2010. *International Business: Research, Teaching and Practice*, 4(1)

“Interdisciplinary Project-Based Model for Enhanced Instruction of Marketing Courses”
Johansen, Douglas, Florida State University, Claudia Scaff, University of North Florida and Jace

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

“21st Century Supply Manager: Creating a Global Skill Set for the 21st Century” Giunipero, Larry Florida State University, Robert Handfield, North Carolina State University, and Douglas Johansen, Florida State University, *Wall Street Journal/M.I.T Sloan Management Review Business Insights Series*. March 10, 2008

“The Critical Roles of Entrepreneurial Orientation, Strategy, and Marketing Capabilities in the International Performance of Born Global Firms” Hartsfield, Samantha, Douglas Johansen and Gary Knight, Florida State University. 2008. *International Business: Research, Teaching and Practice*, 2 (1)

BOOK CHAPTERS

“The Multinational Corporation.” 2014. *Wiley-Blackwell Encyclopedia of Race, Ethnicity and Nationalism*. Stone, J., Rutledge, D., Rizova, P., Smith, A. and Hou, X., editors. London, 2014.

NON-REFEREED ARTICLES

“Achieving Marketing Success in Emerging Markets” *Jacksonville Business Journal*. 12/24/2010

BOOK REVIEWS

“International Marketing Research: Opportunities and Challenges in the 21st Century” Johansen, Douglas and Gary Knight, Florida State University. *International Business Research*, Vol 17, no. 3, 2008.

GRANTS AND RESEARCH INITIATIVES

Brookings Institute JP Morgan Chase Global Cities Initiative. Principal Investigator. Principal investigator for regional export promotion grant.

REFEREED CONFERENCE PAPERS

“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” Cake, D., Agrawal, V., and Johansen, D., *Academy of Marketing Theory and Practice*, Ponte Vedra, FL, March 2018

“How Customer Engagement and Customer Participation Translate Across High Involvement Purchases” Gillis, Wendy, Johansen, D., Vivek, S., *Academy of Marketing Theory and Practice*, Ponte Vedra, FL, March 2018

“The Marketing Implications of Social Presence on Social Networking Websites.” Johansen, D. *Academic and Business Research Institute Conference*, Orlando, January 2, 2014.

“Opportunity Dominant Logic: Creating Marketing Capabilities Under Conditions of Uncertainty.” Johansen, D., Knight G., and Kim, D. *American Marketing Association 2013 Winter Educator’s Conference*. Las Vegas, February 15-17, 2013.

“Strategic Logic, Marketing Resources and Emerging Market Success: A Case Analysis Approach.” Johansen D., and Knight, G.. *Academy of International Business Southeast Conference*. Fort Lauderdale. October 31-November 2, 2012.

“Structuring Experiential Learning” Johansen, D. and Scaff, C. *University and College Design Association Conference* May 21, 2012.

“Decreasing Cultural Frontiers.” Johansen, D., and Scaff, C., *International Conference on Design History and Studies*, Sao Paulo, Brazil, September 6, 2012

“Interplay of Firm Orientation and Strategy in Company Performance in Base of the Pyramid Markets.” Knight, G., Johansen, D., and Dalgic, T., *C.K. Prabhalad’s Legacy: Business for Poverty Alleviation Conference* at University of San Diego Ahlers Center for International Business. 2011

“Do the same rules apply? Strategic logics of doing business in Emerging Markets.” Johansen, D., and Knight, G., *Academy of International Business Annual Meeting*, Rio de Janeiro, Brazil, June 25-29, 2010.

“Marketing, Products, and Agents: How do contemporary firms achieve legitimacy in international markets?” Johansen, D., Knight, G., and Pauwels, P. *American Marketing Association Summer Educator’s Conference, Boston, MA, August 13-16, 2010.*

“The Entrepreneur as Market-Maker” Johansen, Douglas and Holcomb, Timothy. *Strategic Management Society Annual Conference, Washington DC., October 2009.*

“SME Capabilities and Competencies: Fit to International Environments” Johansen, Douglas and Knight, G.. *Academy of Marketing Science, Baltimore, MD, May 21, 2009.*

“Outsourced Customer Service: Qualitative Research and Pilot Study” Johansen, Douglas and Kim, D. *Southern Marketing Symposium, University of Alabama, February 2009.*

“Developing Markets, Strategic Entrepreneurship and Market Creation” Johansen, Douglas. *University of Warsaw/University of North Florida International Business Conference, February 2009.*

“Entrepreneurial- and Market-Oriented International SME’s: Fit to International Environments, Dynamic Capabilities and Competencies” Johansen, Douglas and Knight, G. *Academy of International Business-Southeast Conference Tampa, October 2008.*

“Complaining Across Cultures: The Drivers of Negative Customer Feedback” Voorhees, Clay M., Brady, M. , Johansen, D., Kim, D. *American Marketing Association Winter Educators Conference, Feb 16, 2008.*

MANUSCRIPTS IN PROCESS

“Culture, Service Quality and Complaining” Voorhees, Clay, Michael Brady, Douglas Johansen and Daekwan Kim. (2012)

For Submission to Journal of International Marketing

Presented at Winter AMA, 2007

“The Boundary Spanning Supply Chain Executive: Building a Managerial Toolkit for the 21st Century.” Guinipero, Larry, Robert Hanfield and Douglas Johansen

Status: Draft

Target: California Management Review

Under review

“A Structuration Approach to International Customer Service Outsourcing: Drivers of Outsourced Customer Service Success” Kim, Daekwan, and Douglas Johansen.

Status: Data Collection

Target: Journal of Academy of Marketing Science

Submission for Publication: 2019

“The Entrepreneur as Market-Maker” Johansen, Douglas, Timothy Holcomb, and Duane Ireland

Target: Strategic Entrepreneurship Journal

Submission for Publication: 2019

Conference Submission: SMS 2009

INVITED PRESENTATIONS

Brookings Institute JPMorgan Chase “Global Cities Phoenix: Building and Sustaining a Competitive Region.” May 13, 2014

PriceWaterhouseCoopers/Customer Contact Network Group, “Drivers of Offshoring Customer Contact Center Success: Issues and Best Practices.” March, 2009

Davis College of Business Faculty Seminar, November 22, 2011

Ponte Vedra High School, IB and Marketing Classes – various classes 2011 to present

ACADEMIC SERVICE

Session Chair, AABRI Conference, January 2014

Session Chair, AIB-SE Conference, October 2012

Discussant, Global Marketing Track and Marketing Strategy Track AMA Summer Educator’s Conference, August 2009

Track Chair, Academy of Marketing Science: AMS Conference May 20-23, 2009, Marketing and Global Risk Program Track Co-chair (with Gary Knight).

Session Chair, AMS Conference May 20-23, 2009

Discussant, AIB-SE Conference, 2008

AMA Educator’s Conferences, Winter and Summer, Reviewer 2008-Present

AIB Conference 2008-2014 Reviewer

AIB-SE 2008 -2014 Reviewer

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

GEPRSA 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

compliance training. Executive management responsibilities, including development and implementation of business strategy, management of technology development, and marketing.

- Developed business plan and managed investment offerings to investors resulting in successful first phase funding for software prototype development.
- Planned and implemented marketing, advertising and operating programs.
- Successfully liquidated company through sale of proprietary intellectual capital.

NOVABRAS: International Marketing and Business Development. Jacksonville, FL and Sao Paulo, Brazil *Principal*. An independent international marketing and business development consulting firm. 1993-present

- Coper Ltda., Sao Paulo, Brazil, U.S. market and Brand Development for the largest private Brazilian cosmetics marketer.
- Viticulture Development Consortium, Canberra, ACT Australia, U.S. Market and Brand development for Australian wine producer.
- Impex Pro, Fortaleza Brazil, U.S. Market development and distribution of textile products.
- Ricktel Telecommunicacoes, Sao Paulo, Brazil. Registered Buyer for 27 store cellular phone retail chain.

Kenyon Group International, Phoenix, Arizona. *Director of Business Development* 1990-1993. Business and market development company providing development consulting services for international development projects.

- Developed *Investment in Hungary* program sponsored by the Government of Hungary and the International Real Estate Institute, the first private investment conference in Hungary. Planned and implemented marketing and sales program that sent U.S.-based investors to Hungary for presentations of Hungarian investment opportunities.
- Obtained consulting contract with Government of Morocco for the development of solar energy study. Developed and presented business plan for joint venture with the Government of Morocco.
- Directed proposal development and consulting services, including business development and market feasibility analysis for ventures in Hungary, Malta, Costa Rica, Thailand and Belize in leisure, hospitality and real estate development industries.

Coast to Coast Legal Referral Network, Inc, San Diego, California *Vice President of Marketing, Director of Business Development*; 1988-1990. A financial services marketing company supplying legal service

products to financial institutions and the financial services industry. Clients included CenTrust Bank, Capital Holdings Corp., Signature Insurance, Liberty Mutual Insurance, VISA.

Vice President of Marketing: Responsibilities included marketing and strategic planning, management of agent sales, new product and venture development.

- Successful joint venture in direct response/lead generation in national television markets.
- Managed major account activities leading to contracts and extensions worth \$10 million.
- During tenure, gross revenues increased over 500%, to over \$6 million annually.

Director of Business Development: Hired as Director of Business Development to develop and implement strategic and marketing planning policies.

- Developed business plan and presented investment offerings to investors resulting in successful private placement of 40% of corporate stock.
- Planned and implemented marketing, advertising and operating programs.

XEROX University Microfilms International (now ProQuest), Ann Arbor, Michigan. 1984-1988
International Market Development and Business Development Manager. A Xerox Information Publishing company with on-line, electronic and microform information products, one of the pioneers of on-line information.

Business Development Manager Responsibilities included P/L tracking, budgeting and analysis of business opportunities including foreign operations, acquisitions and new products.

- Managed industry wide competitive analysis and analyzed company market share, revenues and intangibles for acquisitions and strategic planning.
- Managed strategic analysis for the successful \$16 million acquisition of Data Courier electronic information service.
- Developed Budgets, Product Concept Plans and Operations sections in \$20 million Electronic Publishing Venture plan encompassing 6 product lines both on-line and electronic media.
- Implemented marketing plan programs; trained in-house sales team, promotional materials and managed direct marketing campaign for start-up of Japanese Technical Information Service.
- Managed feasibility analysis for proposed new foreign operations in Ireland and Korea.
- Prepared departmental budgets, analyzed P/L performance and capital expenditures for foreign operations, administration and development departments.

International Market Development Manager Responsibilities included international market research, international sales forecasting, sales and product training and international agent management for \$50 m international department.

- Successful management of \$8 m Rockefeller Foundation Grant program in Asia and Africa including development of training programs and materials, installation at customer sites and customer training

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- 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