

Catherine M. Johnson

College of Business and Innovation, University of Toledo
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ACADEMIC POSITIONS

2015-present Assistant Professor
 Edward H. Schmidt School of Professional Sales
 Department of Marketing and International Business
 College of Business and Innovation
 The University of Toledo

EDUCATION

University of Alabama, Tuscaloosa, AL
Ph.D., Marketing (2015)

Honors: Graduate Council Fellow, 2011-12
 Dean's support funding, 2011-2015

Minnesota State University, Mankato, Mankato, MN
Master of Business Administration (2008)

Honors: Beta Gamma Sigma, 2008
 International Experience: Study Tour in Greece, March 2008

University of Kentucky, Lexington, KY
Bachelor of Arts, German, *summa cum laude* (2006)

Honors: Phi Beta Kappa, 2006
 Full four-year academic scholarship (National Merit Finalist Scholar, Governor's
 Scholar, and Kentucky Educational Excellence Scholarship, 2002-2006)
 Honors Program
 Highest GPA Award, Department of History, 2006
 Golden Key International Honour Society, 2005
 Delta Phi Alpha, German Honors Society, 2004
 Study Abroad: University of Heidelberg, Heidelberg Germany, September 2004 – July 2005

PUBLICATIONS

Magnotta, Sarah and **Catherine M. Johnson** (forthcoming), "The Role of Sales Team Intragroup Conflict on Critical Job Outcomes," *Industrial Marketing Management*.

Gleim, Mark, **Catherine M. Johnson**, and Stephanie Lawson Brooks, (2019), “Sharers and Sellers: A Multi Group Examination of Gig Economy Workers’ Perceptions,” *Journal of Business Research*, 98(May), 142-152.

Johnson, Catherine M., Ayesha Tariq, and Thomas L. Baker, (2018), “Gucci to Green Bags: Conspicuous Consumption as a Signal for Prosocial Behavior,” *Journal of Marketing Theory and Practice*, 26(4), 339-356.

Gammoh, Bashar S., Michael L. Mallin, Ellen B. Pullins, and **Catherine M. Johnson**, (2018), “The Role of Salesperson Brand Selling Confidence in Enhancing Important Sales Management Outcomes: A Social Identity Approach,” *Journal of Business & Industrial Marketing*, 33(3), 277-290.

Winner: Emerald Publishing 2019 Highly Commended Paper Award

Mallin, Michael L., Bashar S. Gammoh, Ellen B. Pullins, and **Catherine M. Johnson**, (2017), “A New Perspective of Salesperson Motivation and Salesforce Outcomes: The Mediating Role of Salesperson – Brand Identification,” *Journal of Marketing Theory and Practice*, 25(4), 357-374.

Lorenz, Melanie P., **Catherine M. Johnson**, and Livia L. Barakat (2017), “An Exploration of Frequent Service Failures in the Brazilian Airline Industry,” *Latin American Business Review*, 18(1), 19-45.

Alhouti, Sarah, **Catherine M. Johnson**, and Betsy Holloway (2016), “Corporate Social Responsibility Authenticity: Investigating its Antecedents and Outcomes,” *Journal of Business Research*, 69(3), 1242-1249.

Alhouti, Sarah, **Catherine M. Johnson**, and Giles D’Souza (2016), “The Complex Web of Values: The Impact on Online Privacy Concerns and Purchase Behavior,” *Journal of Electronic Commerce Research*, 17(1), 22-35.

Panagopoulos, Nikolaos G., **Catherine M. Johnson**, and David L. Mothersbaugh (2015), “Does Choice of Sales Control Conceptualization Matter? An Empirical Comparison of Existing Conceptualizations and Directions for Future Research,” *Journal of Personal Selling & Sales Management* 35(3), 221-246. **Winner: 2015 Journal of Personal Selling & Sales Management James M. Comer Award for the Best Contribution to Selling and Sales Management Theory.**

Alhouti, Sarah, Timothy D. Butler, **Catherine M. Johnson**, and Lenita Davis (2014), “Unwanted Pursuit Behavior: Understanding Salespeople’s Desire to Pursue and Desire to Avoid Customers” *Journal of Marketing Theory and Practice*, 22(4), 385-400.

RESEARCH UNDER REVIEW

Gleim, Mark R., Jennifer L. Stevens, and Catherine M. Johnson, “The digitization of the access economy: An examination of its influences and the opportunities they present,” (*Journal of the Academy of Marketing Science*; under review).

Kaski, Timo, **Catherine M. Johnson**, Yvonne Karsten, Ari Alamäki, Suvi Huovinen, and Martina Roos-Salmi, "Emotional Intelligence as a prerequisite for value cocreation," (*Journal of Services Marketing*; under 2nd round review).

Wallace, Steve, Karen Green, **Catherine M. Johnson**, Joseph Cooper, and Collin M. Gilstrap, "Fear and Loathing of Cyber Security: An Extended TOE Framework for Cyber Security Adoption Decisions," (*Information Technology & Management*; under review). All authors contributed equally.

RESEARCH IN PROGRESS

Alhouti, Sarah and **Catherine M. Johnson**, "Web of Lies: Drivers and Consequences of Corporate Social Media (In)authenticity," (Target: *TBD*; finalizing manuscript).

Andzulis, James M., Emily Goad, **Catherine M. Johnson**, and Lenita Davis "Dynamic Preferences - A Comparative Qualitative Study of Millennials' Evolving Social Media Perspectives across Six Years," (Target: *Journal of Marketing Theory and Practice*; data collected and analyzed; finalizing manuscript).

Beeler, Lisa, **Catherine M. Johnson**, and Matthew Lastner "Back in Black: Social Selling and the Influence of Color on Customer Engagement," (*Journal of Consumer Psychology*, under review).

Dugan, Riley, Willy Bolander, Lenita Davis, **Catherine M. Johnson**, Nikolaos G. Panagopoulos, John Hansen, Joel LeBon, and James "Mick" Andzulis, "Ensuring the Future of Sales Research: A Call for a Global Sales Database," (*Journal of Personal Selling & Sales Management*, under review).

Gilstrap, Collin M., David Cicero, and **Catherine M. Johnson**, "Mad Men: CEOs with Sales and Marketing Backgrounds," (Target: *Journal of Marketing*).

Gilstrap, Collin M., Karen Y. Green, **Catherine M. Johnson**, Joseph T. Cooper, and Steven A. Wallace, "Data Breaches and Corporate Social Responsibility," (Target: *Journal of Business Ethics*; data analysis underway).

Guadagno, Rosanna E., **Catherine M. Johnson**, and David L. Mothersbaugh, "Emotional Intelligence and Sex Differences in Jealousy," (Target: *Evolution and Human Behavior*; data collected and analyzed; drafting manuscript).

Johnson, Catherine M., "Salesperson Status Signaling and Customer (In)congruence," (Target: *To be decided*; literature review underway).

Johnson, Catherine M. and Mark R. Gleim, "Driving the New American Dream: An Investigation of Sharing Economy Workers' Motivations and Outcomes," (Target: *Journal of Service Research*, second study underway)

Johnson, Catherine M. and Ayesha Tariq, “Why We Shop with Companies We Hate: An Exploration of Barriers to Ideological Shopping,” (Target: *Journal of Consumer Psychology*; data collection in progress).

Johnson, Catherine M. and Adam Rapp, “Awareness and Action: Implications and Dimensionality of Salesperson Emotional Intelligence,” (Target: *Journal of Applied Psychology*; finalizing manuscript).

Lorenz, Melanie P. and **Catherine M. Johnson**, “The Progressive Structure of Cultural Intelligence Dimensions,” (Target: *To be decided*; analyzing data and drafting manuscript).

Panagopoulos, Nikolaos G., Jessica L. Ogilvie, and **Catherine M. Johnson**, “Til Death Do us Part...or Maybe Not? Understanding the Customer Elimination Process,” (Target: *Journal of Marketing*; data collected and analyzed; drafting manuscript).

Pham, Phuoc and **Catherine M. Johnson**, “How Many Fish does Your Net Catch? The Implications of Social Media in Sales Strategy,” (Target: *Journal of Personal Selling & Sales Management*; beginning data collection).

CONFERENCE PRESENTATIONS

Gleim, Mark, **Catherine M. Johnson**, Stephanie J. Lawson, and Jennifer L. Stevens (August 2019), “Driving the New American Dream: Investigating Sharing Economy Worker Motivations,” American Marketing Association Summer Educators’ Conference – Summer AMA, Chicago, IL

Gilstrap, Collin M. and **Catherine M. Johnson** (June 2018), “Mad Men: CEOs with Sales and Marketing Backgrounds,” Academy of Marketing Science World Marketing Congress – AMS WMS, Porto, Portugal

Gilstrap, Collin M. and **Catherine M. Johnson** (April 2018), “Mad Men: CEOs with Sales and Marketing Backgrounds,” National Conference in Sales Management – NCSM Annual Conference, San Diego, CA

Tariq, Ayesha and **Catherine M. Johnson** (November 2017), “Why We Shop with Companies We Hate: An Exploration of Barriers to Ideological Shopping,” Society for Marketing Advances – SMA Annual Conference, Louisville, KY

Pham, Phuoc and **Catherine M. Johnson** (May 2016), “How Many Fish does Your Net Catch? The Implications of Social Media in Sales Strategy,” Academy of Marketing Science – AMS Annual Conference, Orlando Florida

Pham, Phuoc and **Catherine M. Johnson** (March 2016), “How Many Fish does Your Net Catch? The Implications of Social Media in Sales Strategy,” National Conference in Sales Management – NCSM Annual Conference, Milwaukee Wisconsin

Barakat, Livia, Melanie Lorenz, and **Catherine M. Johnson** (December 2015), “Failures in a Collectivist Culture: the Effects of Severity, Controllability and Recurrence on Negative Emotions and Intent

to Complain.” European International Business Academy Annual Meeting – EIBA Conference, Rio de Janeiro, Brazil.

Lorenz, Melanie P., **Catherine M. Johnson**, Livia Barakat, and Ayesha Tariq (August 2015), “It’s not all Samba in Brazil: An Analysis of the Determinants of Customer Complaint Behavior in the Brazilian Airline Industry.” American Marketing Association – AMA Summer Marketing Educators’ Conference, Chicago Illinois.

Alhouti, Sarah, **Catherine M. Johnson**, and Betsy Halloway (July 2015), “Does Authenticity Matter in Corporate Social Responsibility Acts?” Academy of Marketing Science – AMS World Marketing Congress, Bari, Italy

Johnson, Catherine M. and Ayesha Tariq (May 2015), “Need for Status as a Motive for the Conspicuous Consumption of Cause-Related Goods,” Academy of Marketing Science – AMS Conference, Denver, Colorado.

Johnson, Catherine M. (April 2015), “Awareness and Action: Implications and Dimensionality of Salesperson Emotional Intelligence,” National Conference in Sales Management – NCSM Conference, Houston, Texas.

Panagopoulos, Nikolaos, Jessica L. Ogilvie, and **Catherine M. Johnson** (February 2015), “Til Death Do us Part...or Maybe Not? On Customer Firing in Business Markets,” American Marketing Association – AMA Winter Marketing Educators’ Conference, San Antonio, Texas.

Alhouti, Sarah and **Catherine M. Johnson** (February 2014), “The Complex Web of Values,” American Marketing Association – AMA Winter Marketing Educators’ Conference, Orlando, Florida.

Panagopoulos, Nikolaos, **Catherine M. Johnson**, and David L. Mothersbaugh (February 2014), “Performance Effects of Sales Controls: A Comparison of Alternative Conceptualizations,” American Marketing Association – AMA Winter Marketing Educators’ Conference, Orlando, Florida. **Best Paper Award, Sales and Customer Relationship Management Track**

Johnson, Catherine M. and Ayesha Tariq (October 2013), “From Gucci to Green Bags: Conspicuous Consumption as a Signal for Pro-social Behavior,” Society for Marketing Advances – SMA Conference, Hilton Head, South Carolina.

Alhouti, Sarah, Betsy Halloway, and **Catherine M. Johnson** (July 2013), “Perceived CSR Authenticity,” Academy of Marketing Science – AMS World Marketing Congress, Melbourne, Australia.

Andzulis, James M., Jessica L. Ogilvie, Lenita Davis, and **Catherine M. Johnson** (July 2013), “A Qualitative Exploration of Student Perspectives on Social Media Use, Abuse, and Content,” Academy of Marketing Science – AMS World Marketing Congress, Melbourne, Australia.

HONORS & AWARDS

Emerald Publishing Highly Commended Paper Award (2019)

Junior Researcher Award, University of Toledo College of Business and Innovation (2019)

DeJute Undergraduate Teaching Award, University of Toledo College of Business and Innovation (2018)

James M. Comer Award for the Best Contribution to Selling and Sales Management Theory (2016)

University of Alabama Watson Little Award (2015)

AMA Sheth Doctoral Consortium Representative (2014)

AMA Winter Marketing Educators' Conference Best Paper Award, Sales and Customer Relationship Management Track – Orlando FL (2014)

AMS World Marketing Congress Doctoral Consortium – Melbourne, Australia (2013)

GRANTS:

University of Toledo Interdisciplinary Research Initiation Award (2018)

Grant amount: \$50,000.00

Project title: Big Data, Big Risks? The Consequences of Corporate Data Breaches

Authors: Joseph Cooper, Collin Gilstrap, Karen Green, Catherine Johnson, and Steve Wallace

DOCTORAL COURSE WORK

Research Methods I, Dr. Diane Johnson

Research Methods II, Dr. Jonathan Halbesleben

Behavioral Theory and Quantitative Methodology, Dr. David Mothersbaugh

Behavioral Theory and Qualitative Methodology, Dr. Sharon Beatty

Statistical Methods in Research I, Dr. Marcus Perry

Statistical Methods in Research II, Dr. Edward Mansfield

Multivariate Dependent Methods, Dr. Judy Giesen

Survey of Marketing, Dr. Giles D'Souza

Philosophy of Science, Dr. Adam Rapp

Structural Equation Modeling, Dr. Randall Schumacker

Graduate Seminar in Marketing, Dr. Rob Morgan

Measurement of Structural Equation Models, Dr. George Franke

Scholarly Communication, Dr. Kim Sydow Campbell

TEACHING

Professional Sales (The University of Toledo)

Fall 2015-Spring 2019: 3 sections, Evaluation average: 4.85/5.00

Advanced Sales (The University of Toledo)

Fall 2015- Spring 2019: 15 sections, Evaluation average: 4.87/5.00

Consumer Behavior (The University of Alabama)

Summer 2013-Spring 2015: 9 sections, Evaluation average 4.67/5.00

Teaching awards:

DeJute Undergraduate Teaching Award, University of Toledo College of Business and Innovation (2018)

PROFESSIONAL SERVICE

American Marketing Association Sales Special Interest Group (AMA SalesSIG) – Vice Chair, Communication and Membership, elected position (2017-2019)

National Conference in Sales Management – Doctoral Sessions co-chair (2018-2020)

National Conference in Sales Management – At-Large board member (2016-2018)

Session chair – AMS World Marketing Congress, Porto, Portugal (June 2018)

Session chair – AMA Summer Educator’s Conference, San Francisco, CA (August 2017)

Session chair – AMS Annual Conference, Orlando, FL (May 2016)

Ad hoc reviewer – Journal of Service Research (2018)

Ad hoc reviewer – Journal of Selling (2018)

Ad hoc reviewer – Journal of Business Research (2017, 2018)

Ad hoc reviewer – Journal of Personal Selling & Sales Management (2016, 2018)

Ad hoc reviewer – Journal of Consumer Marketing (2014, 2015)

Ad hoc reviewer – AMA Winter Educators’ Conference (2018)

Ad hoc reviewer – NCSM Conference (2015, 2016)

Ad hoc reviewer – AMS Conference (2014, 2016, 2019)

Ad hoc reviewer – SMA Conference (2013, 2015, 2017)

LANGUAGE

English: Native

German: Proficiency in reading, writing, speaking, and comprehension.

Delta Phi Alpha, National German Honors Society

University of Kentucky German Department Book Award, 2004 and 2006

One year study abroad at the University of Heidelberg (September 2004 – July 2005)

OTHER RECOGNITIONS AND ACTIVITIES

Secretary, University of Kentucky Alumni Association Twin Cities Chapter, 2010

Participant, *Groupe ESC Rouen International Panel and Conference*, March 26-28 2009

Peer Mentor, College of Arts and Sciences, University of Kentucky, 2003-2004

National Merit Scholar Finalist, 2002

Girl Scout Leadership Award, 2002

Governor’s Scholar, State of Kentucky, 2001

Girl Scout Silver Award, 2001

WORK EXPERIENCE

ProGrowth Bank

Branch Manager, October 2010 – July 2011

Assistant Branch Manager and Marketing Coordinator, May 2010 – September 2010

Credit Analyst, January 2010 – April 2010

Customer Service Representative, September 2007 – December 2009

Minnesota State University, Mankato

Adjunct Faculty, August 2010 – December 2010

Taught FINA 362 entitled “Business Finance”

Center for Academic and Tutorial Services (CATS), University of Kentucky

Tutor, Academic year 2005-2006