

Stephen Bok

EDUCATION

Ph.D. Business Marketing (8/2018)

The University of Texas at Arlington (AACSB Accredited)

M.B.A. Concentration in Marketing & Human Resource/Organizational Behavior (2013)

California State University, East Bay (AACSB Accredited)

M.S.W. Concentration in Community Mental Health (2009)

California State University, East Bay

B.A. Psychology (2007)

California State University, East Bay

RESEARCH INTERESTS

Consumer Behavior & Consumer Psychology, Motivation, Learning, Compassion, Product & Brand Management, Leadership & Marketing Management, Social Media

DISSERTATION

Topic: Marketing and Public Policies, completed dissertation defense 7/11/2018

Essay 1: “Comparing Apples to Bananas to Oranges: The Impact of Lay Health Associations to Average Daily Caloric Intake”

Essay 2: “The Impact of Hypocritical Leadership on Brand Favorability and Turnover on Social Media”

Essay 3: “When a Hypocritical Leader Responds: The Influence of Apologizing or Doubling-Down on Social Media Likes after Negative CSR Publicity”

Co-Chairs: Dr. Adwait Khare and Dr. Larry Chonko

Committee Members: Dr. Ritesh Saini and Dr. Mary Whiteside

PEER REVIEW PUBLICATIONS

Martin, D. and **Bok, S.** (2015). Social dominance orientation and mentorship: Mitigating hierarchical preference through work roles or just low expectations? *Personnel Review*, 44(4), 592-610.

CONFERENCE PUBLICATIONS

Syrdal, H. and **Bok, S.** (5/2016). “What Drives Consumer Behaviors Expressed on Social Media? An Examination of Engagement and Source Credibility”. *Proceedings of the Academy of Marketing Science*, Orlando, FL.

WORKING PAPERS

“Who Said What?: The Influence of Source Credibility on Service Providers’ Social Media Content” with Dr. Holly Syrdal (*preliminary analysis complete; developing manuscript for Journal of Research in Interactive Marketing*)

“Unique Brand Identification to Local Breweries, not Quite that Heterogenous” with Melanie Gold (*preliminary analysis complete*)

“The Politically Innocent Bystander: Deferred Turnover in the Face Against Unfavorable Odds” (*data collected with 2 studies complete*)

“Does Health Consciousness Influence Hedonic or Utilitarian Food Selection?” (*data collected with 2 studies complete*)

“Direct Sales Management: Do Public Social Media Company Policies Relate to Online Sales Performance?” with Dr. Larry Chonko (*data collection*)

“Celebrity Underwhelming Effect: The Cost of Weak Messaging that Undermines the Benefits of Celebrity Endorsements” (*data collection*)

ACADEMIC RESEARCH

Bok, S., Ma, H., Patterson, A., and Tuscano, R. (2013). “Merlot versus Cabernet Sauvignon Brand and Consumer Selection”. (Capstone Study). California State University, East Bay, Department of Marketing and Entrepreneurship.

Bok, S. (2008). “Is Substance Use a Predictor of Major Depression Symptoms Among Different Ethnic Groups?” (Master Thesis). California State University, East Bay, Department of Social Work.

TEACHING EXPERIENCE

The University of Texas at Arlington, 701 S Nedderman Dr., Arlington, TX 76019

MARK 3370 Social Media Marketing, Fall 2018

Instructor. Online branding. Digital paid media. Social media engagement. Sales growth model. Multi-channel marketing. Pay-per-click. Search engine optimization.

MARK 4311 Marketing Research, Fall 2018

Instructor. Consultation term project requiring teams to conduct primary/secondary research on: entry to marketing, branding, promotion, location, social media, and innovation (new product/service). Instructional review throughout semester.

MARK 3322 Professional Selling, Fall 2018

Co-Instructor. Salesperson approach and professional development. Business-to-business communication, problem solving, and customer relationship techniques.

MARK 5329 Sales and Sales Management, Fall 2018

Co-Instructor. Sales management planning, practice, and program evaluation. Personal selling approach in modern industrial markets. Sales force development, partnerships with customers and supplies, and digital channels.

MARK 3321 Principles in Marketing, Spring 2018

Guest Speaker. Sales. Integrated Marketing Communication. Product development. Product life cycle. Branding. Retail marketing.

MARK 4311 Marketing Research, Fall 2017

Instructor. Research process. Research ethics. Qualitative methodology (in-depth interviews, observations, focus groups). Survey development. Statistical analysis (t-tests, ANOVA, chi square tests, correlations, and regression).

MARK 3321 Principles in Marketing, 4/14/2016

Guest Speaker. Pricing. Overview consumer perceptions of price and value. Conduct supply and demand curve activity. Discuss price over time in the product life cycle.

MARK 3324 Buyer Behavior, 2/3/2016

Guest Speaker. Services and Nonprofits. Synthesize marketing mix concepts in the context of services. Conduct in-class ad creation activity.

MARK 3370 Social Media Marketing, 10/1/2015

Guest Speaker. The Social Consumer. Discuss current business practices and trends with social media use. Facilitate in-class digital mural campaign activity.

MARK 4322 Advanced Marketing Management Strategy, Summer 2015

Co-Instructor. Plan lessons. Facilitate class discussions, in-class activities, and simulation games. Develop presentation slides and corresponding worksheets.

PROFESSIONAL EXPERIENCE

The University of Texas at Arlington, 701 S Nedderman Dr., Arlington, TX 76019

Graduate Teaching Assistant. 9/2014-5/2018. Performed extensive data entry, collection, cleaning and advanced statistics. Synthesized results into manuscripts and presentations. Plan lessons, teach classes, grade exams, and facilitate discussions.

MARK 5328 Product Management
Spring 2017 (assisted Dr. Narayan Janakiraman)

MARK 4320 Product and Brand Strategy
Spring 2017 (assisted Dr. Narayan Janakiraman)

MARK 3324 Buyer Behavior
Summer 2017 (assisted Dr. Adwait Khare)
Spring 2016 (assisted Dr. Adwait Khare)

MARK 4311 Marketing Research
Spring 2016 (assisted Dr. Lauren Brewer)

MARK 4393 Marketing Internship
Spring 2016 (assisted Dr. Lauren Brewer)

MARK 4322 Advanced Marketing Management Strategy
Summer 2015 (assisted Dr. Larry Chonko)

MARK 3323 Integrated Marketing Communication
Spring 2015 (assisted Dr. Traci Freling)
Fall 2014 (assisted Dr. Traci Freling)

MARK 3321 Principles in Marketing
Spring 2018 (assisted Dr. Adwait Khare)
Fall 2017 (assisted Dr. Adwait Khare)
Spring 2017 (assisted Dr. Adwait Khare)
Fall 2016 (assisted Dr. Adwait Khare)
Spring 2016 (assisted Dr. Lauren Brewer)
Fall 2015 (assisted Dr. Adwait Khare)
Spring 2015 (assisted Dr. Adwait Khare)
Fall 2014 (assisted Dr. Adwait Khare)

Gold Standard PR, 7600 Lakeside Village Dr., Falls Church, VA 22042, 5/2016-8/2016

Marketing Intern. Conducted public relations survey and analysis. Created mass email content with restaurant and beverage clients for distribution. Revised daily operations and processes. Generated new product promotional strategies.

Stanford University, 450 Serra Mall, Stanford, CA 94305, 11/2013-8/2014

Research Fellow. Department of Neurosurgery Center for Compassion and Altruism Research Education. Constructed crowd-sourcing innovations for colleges and non-profits. Organized and examined data-sets for businesses and community partners.

Stanford University, 450 Serra Mall, Stanford, CA 94305, 6/2013-11/2013

Research Assistant. Center for Compassion and Altruism Research Education. Generated cognitive measures for projects. Identified key promotional, recruiting, interpersonal skills, ethnic differences, and leadership skills in selection processes.

Big White House Winery, 6800 Greenville Rd., Livermore, CA 94550, 1/2013-3/2013

Consultant. Improved operation processes. Assessed market trends and training procedures. Constructed and analyzed consumer survey. Re-branded wine club program and identified new target markets.

City of San Leandro, 835 E. 14th St., San Leandro, CA 94577, 9/2012-12/2012

Consultant. Constructed online marketing and social media initiative. Increased awareness and business cooperation between the municipality, community, and business commerce. Presented findings and proposals at government public hearing. Researched and compiled public data for local businesses and community organizations for gap analysis.

Stanford Hospital and Clinics, 300 Pasteur Dr., Stanford, CA 94305, 8/2009-9/2011

Patient Access Coordinator. Coordinated people and resources using business and industrial psychology principles in strategic planning, human resource support, tactical resource allocation, leadership techniques, and production methods. Provided managerial recommendations. Applied interpersonal communication techniques, conflict resolutions, and process improvements. Created data analysis report to improve access to patient health care.

ACADEMIC SERVICE

Publication Reviewer

Business Association of Latin American Studies (BALAS), 12/2016
Academy of Marketing Sciences (AMS), 10/2016
Personnel Review, 5/2016, 1/2018

Conferences

The University of Texas at Arlington 50th Year Celebration, College of Business Marketing
Research Conference, Arlington, TX, 3/2016
Annual Celebration of Excellence by Students (ACES) symposium, undergraduate poster
judge, Arlington, TX, 3/2015 and 3/2016
Northern California Human Resource Association West Conference, Oakland, CA, 4/2013
Compassion and Technology Conference, Stanford, CA, 12/2013
TEDx Applied Peace Innovation, Hayward, CA, 5/2013
Northern California Human Resource Association West Conference, Oakland, CA, 4/2013

University Student Government Positions

California State University, East Bay 25800 Carlos Bee Blvd., Hayward, CA 94542
Director, College of Science, 6/2006-6/2007
Chair, Colleges Committee, 6/2006-6/2007
Member, Career Development Center Directorship Hiring Committee, 3/2007

COMMUNITY SERVICE

Community Advisory Board Member, Asian Americans for Community Involvement, San
Jose, CA, 8/2010-4/2013
Health Educator, Asian Americans for Community Involvement, San Jose, CA, 4/2013
Volunteer, Asian Pacific Islander Wellness Center, San Francisco, CA, 7/2006-6/2012
Health Educator, Asian Pacific Islander Wellness Center, San Francisco, CA, 3/2012

MEMBERSHIPS

American Marketing Association
The University of Texas at Arlington Alumni Association
California State University, East Bay Alumni Association

CERTIFICATIONS

Responsible Conduct of Research Certificate, The University of Texas at Arlington, 9/2015
Certificate in College Teaching, The University of Texas at Arlington, 6/2015

GRANTS/AWARDS/HONORS

The University of Texas Carrizo Graduate Research Fellowship 6/2018
The University of Texas Archer Center Summer Fellowship, Washington D.C., 5/2016-8/2016
Graduate Doctoral Teaching Fellowship, The University of Texas at Arlington, 9/2014-6/2018
Enhanced Graduate Teacher Assistantship, The University of Texas at Arlington, 9/2014-6/2018
San Mateo County Graduate Scholarship, San Mateo, CA, 9/2009-6/2010
James Morehouse Project Grant, El Cerrito High School, El Cerrito, CA, 6/2008
Joan Sieber Ric Tombari Graduate Scholarship, California State University, East Bay, 9/2007
Student Graduation Commencement Speaker, California State University, East Bay, 6/2007
Student of the Year Award, Jefferson School District, Daly City, CA, 2000-2001
Service Award, Jefferson School District, Daly City, CA, 2000-2001
Academic Performance Award, Jefferson School District, Daly City, CA, 2000-2001
Board of Education Recognition Award, Jefferson School District, Daly City, CA, 2000-2001

COMPUTER SKILLS

SPSS, Qualtrics (JavaScript), Statistical Analysis Software (SAS) Proc Mixed Hierarchical Linear Modeling (HLM), Number Cruncher Statistical System (NCSS) 10, Structural Equation Modeling (MPlus/AMOS), Amazon Mechanical Turk, Comprehensive Meta-Analysis, MetaWin, NVivo 10, SurveyMonkey, MailChimp, Microsoft Office, Google Applications (Scholar, Moderator, and Trends), Academic Databases (i.e. JSTOR and PsycINFO), APA Citation Software (Zotero), Blackboard, Adobe Reader Professional, and Adobe Premiere Professional Video Editor.