

JOON-HEE OH, Ph.D.
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EDUCATION

Georgia State University	Ph.D. in Marketing	2014
Purdue University	Ph.D. study in Consumer Science	2009 ~ 2010
University of Rochester	MS in Business Administration	2011
Duke University	MBA	1999
Korea University	BBA	1994

ACADEMIC POSITIONS

California State University, East Bay (CSUEB), Hayward, CA

- Associate Professor (Tenured) Sept. 2015 ~ present
- Courses taught:
 - Marketing Analytics
 - Marketing Strategy
 - Marketing Management (MBA and MSBA)
 - Business-to-Business Marketing (Undergraduate & MBA)
 - Integrated Marketing Management
 - Marketing Principles (Undergraduate & Online)

Creighton University, Omaha, NE

- Visiting Assistant Professor Aug. 2014 ~ Aug. 2015
- Courses taught:
 - Marketing Research
 - Principles of Marketing

Georgia State University, Atlanta, GA

- Instructor (Teaching Fellow) 2012–2014
- Courses taught:
 - Business-to-Business Marketing
 - Basic Marketing
- Graduate Research Assistant 2010–2014
 - Center for Business and Industrial Marketing

J. Mack Robinson College of Business, Georgia State University

INDUSTRY EXPERIENCE

- HSBC 2005 – 2008

VP, Sales and Branch Planning, Korea

 - Strategy & Business Planning – Personal financial services; Wealth management
 - Sales Management & Planning – Sales Forecasting; Compensation & Incentives; Training
- Citigroup Capital Korea (CitiFinancial) 2003 – 2005

AVP, Strategic Planning & Marketing, Korea

 - Business Strategy – Personal lending business

- Marketing – Advertisement (BTL & Internet); Promotions; Strategy
- Sales Management – Sales Forecasting; Compensation & Incentives; Training
- Citibank, N. A., Asia Pacific Headquarters (Singapore) 2002 – 2003
Manager, Regional Strategy & Planning, Singapore
 - Business Analytics – Asia Pacific region consumer lending business
- Citibank, N. A. 1999 – 2003
Assistant Manager, Marketing, Korea
 - Product Management – Secured lending products; Deposits
 - Project Management – New business launch (Citigroup Capital Korea); M&A
- S-Oil 1994 – 1997
International Operations Department, Korea
 - Logistics – Import of crude oil from Saudi Arabia
 - Sales – Petrochemical products at China

AREAS OF INTERESTS

- Research: Marketing Strategy, Business Ethics, and Mergers and Acquisitions
- Teaching: Marketing Analytics, Marketing Strategy, Business-to-Business Marketing

PUBLICATIONS

- Oh, J.H., & Johnston, W.J. (2023/2). New Evaluation Metric for Measuring Sales Training Effectiveness. *Journal of Business Research*, 156, 113458. <https://doi.org/10.1016/j.jbusres.2022.113458>. (SSCI; first & corresponding author)
- Oh, J.H., Johnston, W.J., & Curasi, C.F. (2022/5/6). Too much of good thing: The impact of ethical controls on salesforce job performance. *Journal of Business & Industrial Marketing*. 37 (6), 1241-1254. <https://doi.org/10.1108/JBIM-01-2021-0021>. Awarded 2019 Marketing Faculty Summer Research Grant (\$10,000) – California State University, East Bay. (SSCI; first author)
- Oh, J.H. (2021/07/27). Size effect and merger dominance in salesforce integration. *Journal of Business & Industrial Marketing*, 36 (7), 1077-1089. <https://doi.org/10.1108/JBIM-03-2020-0153>. (SSCI; first & corresponding author)
- Oh, J.H., & Johnston, W.J. (2021/05/25). How post-merger integration duration affects merger outcomes. *Journal of Business & Industrial Marketing*, 36 (5), 807-820. <https://doi.org/10.1108/JBIM-11-2019-0476>. (SSCI; first & corresponding author)
- Oh, J.H. (2020). Experimental investigation on the impact of changing class-attendance policy on student performance. *Business Education Innovation Journal*, 12 (1), 79-82.
- Oh, J.H., & Ma, J. (2018/11/14). Multi-stage expectation-confirmation framework for salespeople expectation management. *Journal of Business & Industrial Marketing*, 33 (8), 1165-1175. ISSN: 0885-8624. <https://doi.org/10.1108/JBIM-01-2018-0027>. Awarded Best Paper in Track (CRM/Sales) – 2018 Summer AMA Conference. (SSCI; first & corresponding author)
- Oh, J.H. (2017). A conceptual framework for successful salesperson role change management. *Journal of Business & Industrial Marketing*, 32 (8), 1136-1143. ISSN: 0885-8624. <https://doi.org/10.1108/JBIM-07-2016-0163>. Awarded 2018 Highly Commended Award – Journal of Business & Industrial Marketing. (SSCI; first & corresponding author)

- Oh, J.H. (2016). Experimental Examination of Performance Consequences of Change Implementation for Sales Force Integration. In: Plangger K. (eds) *Thriving in a New World Economy. Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Springer, Cham. https://doi.org/10.1007/978-3-319-24148-7_7.
- Oh, J.H., Peters, L.D., & Johnston, W.J. (2014/9/1). Who's acquiring whom?—Experimental evidence of firm size effect on B2B mergers and marketing/sales tasks. *Industrial Marketing Management*, 43(6), 1035-1044. <https://doi.org/10.1016/j.indmarman.2014.05.016>. (SSCI; first & corresponding author)
- Oh, J.H., & Johnston, W. J. (2014). Credit lender–borrower relationship in the credit card market—Implications for credit risk management strategy and relationship marketing. *International Business Review*, 23(6), 1086-1095. <https://doi.org/10.1016/j.ibusrev.2014.06.010>. (SSCI; first & corresponding author)
- Oh et al. (2014). The interplay of salesperson's job performance and satisfaction in the financial services industry. *Journal of Financial Services Marketing*, 19(2), 104-117. <https://doi.org/10.1057/fsm.2014.7>. (SSCI; first author)
- Oh et al. (2014). Management of frontline financial sales personnel. *Journal of Financial Services Marketing*, 19(3), 208-220. <https://doi.org/10.1057/fsm.2014.19>. (SSCI; first author)
- Oh, J.H. (2014). *The Strategic Alignment of Organizational Interventions for Salesperson Development with Salesperson Lifecycle Management Model* (Doctoral dissertation, Georgia State University).

WORKING PAPERS

- Oh, Joon-Hee, “Proposing a New Role for the Post-Pandemic Sales Organizations.” → *Under revision. Invited for resubmission with a full revision to the Journal of Personal Selling and Sales Management. Awarded 2021 Marketing Faculty Summer Research Grant (\$10,000) – California State University, East Bay.*
- Oh, Joon-Hee and Wesley J. Johnston, “Devising Strategically Aligned Intervention Strategies for Salesperson Development: A Salesperson Lifecycle Management Model.” → *Under revision. Invited for resubmission with a full revision to the Journal of Business Research.*
- Oh, Joon-Hee, H. H. Oh, Wesley J. Johnston, “Experimental Investigation of Moderating Role of College Major in Students' Ethical Decisions.” → *Target Journal: Journal of Business Ethics. Manuscript in progress. Awarded 2020 Marketing Faculty Summer Research Grant (\$15,000) – California State University, East Bay.*
- Oh, Joon-Hee, Jung S. You, Minsoo Jeong, and Wesley J. Johnston, “Pre-merger Performance and Merger Success: An Experimental Approach.” → *Final manuscript in progress. Awarded 2019 Economics Faculty Summer Research Grant – California State University, East Bay.*
- Oh, Joon-Hee, “When Does Ethics Start to Damage Sales? – A Dark Side of Ethical Climate on Salesperson Performance.” → *Final manuscript in progress. Target journal: Journal of Business Research.*
- Oh, Joon-Hee, “The Moderating Effect of Commission on the Relationships between the Antecedents and the Facets of Job Satisfaction.” → *Data collection. Target journal: Journal of Business Research.*

RESEARCH IN PROGRESS

- How Much Different a Partner Can Be in Mergers? — Experimental Evidence of the Effect of Firm Performance Difference on Converging or Diverging Mergers. – Manuscript in progress.
- Research Project: Cross-country ethics study – USA, Finland, S. America (Chile), and Korea.

CONFERENCE PROCEEDINGS

- Oh, Joon-Hee (2022), “Proposing A Sales Organization’s New Role for Managing the Salesperson’s Chasm for Post-Pandemic Sales Organizations – A Learning Organization Perspective.” 2022 Summer AMA Conference Proceedings.
- Oh, Joon-Hee (2021), “Managing the Salesperson’s Chasm for Post-Pandemic Sales Organizations.” 2021 CBIM International Conference Proceedings.
- Oh, Joon-Hee (2021), “When Does Ethics Start to Damage Sales? A Dark Side of Ethical Climate on Salesperson Performance.” 2021 GSSI Virtual Conference Proceedings.
- Oh, Joon-Hee (2020), “Firm Size and Merger Dominance in Sales Team Integration.” 2020 Global Marketing Conference at Seoul Proceedings.
- Oh, Joon-Hee (2020), “For a Successful Integration of Sales Teams in a Merger.” 2020 Summer AMA Marketing Educators’ Conference Proceedings.
- Oh, Joon-Hee (2019), “Mergers and Acquisitions for Service Offering Expansion.” 2019 Summer AMA Marketing Educators’ Conference Proceedings.
- Oh, Joon-Hee (2019), “Ethical Disciplinary Enforcement and Salesperson Performance.” 2019 Summer AMA Marketing Educators’ Conference Proceedings.
- Oh, Joon-Hee and Judy Ma (2016), “Managing Employee Expectations with a Multi-Stage Expectation-Confirmation Framework.” 2016 Summer AMA Marketing Educators’ Conference Proceedings – Selected as the **Best Paper in Track (CRM and Sales)**.
- Oh, Joon-Hee and Wesley J. Johnston (2015), “Salesperson Value Measurement for Successful Sales Force Development.” 2015 Summer AMA Marketing Educators’ Conference Proceedings.
- Oh, Joon-Hee (2014), “Salesperson Lifecycle Management Model for Effective Sales Force Development and Management.” 2014 NCSM Conference Proceedings – Abstract published on *Journal of Personal Selling and Sales Management*.
- Oh, Joon-Hee, Linda D. Peters, and Wesley J. Johnston (2013). “Who’s Acquiring Whom? – Experimental Evidence of Firm Size Effect on Merger Outcomes,” 2013 IMP Conference Proceedings.
- Oh, Joon-Hee (2012), “The Strategic Alignment of Organizational Development Interventions for Salesperson Value Management with a Salesperson Lifecycle Management Model.” 2012 Summer AMA Marketing Educators’ Conference Proceedings.
- Oh, Joon-Hee et al. (2011), “Understanding Job Satisfaction, Commitment, and Propensity to Leave of Financial Services Salespeople.” 2011 Winter AMA Marketing Educators’ Conference Proceedings.

ACADEMIC CONFERENCE PRESENTATIONS

- “Proposing a New Role for the Post-Pandemic Sales Organizations.” 2023 CBIM Conference. Online.

- “Proposing A Sales Organization’s New Role for Managing the Salesperson’s Chasm for Post-Pandemic Sales Organizations – A Learning Organization Perspective.” 2022 Summer AMA Conference, Chicago, IL.
- “When Does Ethics Start to Damage Sales? – A Dark Side of Ethical Climate on Salesperson Performance.” 2021 Global Sales Science Institute / AMA Sales SIG Conference, online.
- “Managing the Salesperson’s Chasm for Post-Pandemic Sales Organizations.” 2021 CBIM (Center for Business and Industrial Marketing) Conference (JBIM track), online.
- “For a Successful Integration of Sales Teams in a Merger.” 2020 Global Marketing Conference at Seoul, Nov. 5-8, Seoul, Korea.
- “For a Successful Integration of Sales Teams in a Merger.” 2020 Summer AMA Marketing Educators’ Conference, Aug. 21-23, San Francisco, CA.
- “Ethical Disciplinary Enforcement and Salesperson Performance.” 2019 Summer AMA Marketing Educators’ Conference, Aug. 9-11, 2019, Chicago, IL.
- “Mergers and Acquisitions for Service Offering Expansion.” 2019 Summer AMA Marketing Educators’ Conference, Aug. 9-11, 2019, Chicago, IL.
- Special Session: Hiring, Managing and Training Sales Representatives: A Social and Ethical Approach to Drive Market Place Success. Global Sales Science Institute Conference 2019, June 5-8, 2019, Panama City, Panama.
- Special Session: B2B Marketing Capabilities in Global Markets: Examples of Europe, Latin America, and Korea. 2018 ISBM Conference at MIT, Aug. 8-9, 2018, Boston, MA.
- “Managing Employee Expectations with a Multi-Stage Expectation-Confirmation Framework.” 2016 Summer AMA Marketing Educators’ Conference, Aug. 5-7, 2016, Atlanta, GA.
- “Salesperson Value Measurement for Successful Sales Force Development.” 2015 Summer AMA Marketing Educators’ Conference, Aug. 14-16, 2015, Chicago, IL.
- “Measuring Salesperson Value for Successful Sales Force Development.” 5th Biennial Enhancing Sales Force Productivity Conference, June 16-17, 2015, Atlanta, GA.
- “Salesperson Lifecycle Management Model for Effective Sales Force Development and Management.” 2014 NCSM Conference, April 9-12, 2014, Miami, FL.
- “Who’s Acquiring Whom? – Experimental Evidence of Firm Size Effect on Merger Outcomes.” 2013 IMP Conference, August 31-September 2, 2013, Atlanta, GA – Emerging Markets and Cultural Issues in Global Industrial Networks Track.
- “Experimental Examination of Performance Consequences of Change Implementation for Sales Force Integration.” 2012 AMS World Marketing Conference – Cultural Perspectives in Marketing, August 28-September 1, 2012, Atlanta, GA – Selling and Sales Management Track.
- “The Strategic Alignment of Organizational Development Interventions for Salesperson Value Management with a Salesperson Lifecycle Management Model.” 2012 Summer AMA Marketing Educators’ Conference, August 17-19, 2012, Chicago, IL – Selling and Sales Management Track.
- “Toward Effective Emotional Management of Front-line Personnel in the Financial Services Industry.” 2012 Global Marketing Conference, July 19~22, 2012, Seoul, Korea.
- “Ethical Climate and Salesperson Job Performance – Is Too Much Still Good for Organization?” 19th International Conference on Recent Advances in Retailing and Consumer Services Science by the European Institute of Retailing and Services Studies (EIRASS), July 2012, Vienna, Austria.

- "The Evolving Role of Salespeople." 2012 AMA/ACRA Triennial Retail Conference, April 2012, Seattle, WA.
- "How Does Business Strategy of the Credit Card Industry Negatively Affect Innocent Borrowers? – The Lagging Effect of Repayment Delinquencies in Credit Card," 2012 Marketing and Public Policy Conference, June 7-9, 2012, Atlanta, GA – Poster presentation.
- "Adverse Selection in Consumer Credit." American Council for Consumer Interest (ACCI) Annual Conference, April 2011, Washington D.C. – Poster presentation.
- "Understanding Job Satisfaction, Commitment, and Propensity to Leave of Financial Services Salespeople." 2011 Winter AMA Marketing Educators' Conference, February 2011, Austin, TX – Sales, CRM and B2B track.

HONORS & AWARDS

- 2022 Summer Research Grant (\$10,000) – California State University, East Bay
- 2021 Summer Research Grant (\$10,000) – California State University, East Bay
- 2020 Summer Research Grant (\$15,000) – California State University, East Bay
- 2019 Marketing Faculty Summer Research Grant (\$10,000) – California State University, East Bay
- 2019 Economics Faculty Summer Research Grant (\$10,000) – California State University, East Bay
- 2018 Highly Commended Award for the paper entitled, "A Conceptual Framework for Successful Salesperson Role Change Management." – Journal of Business & Industrial Marketing 2018
- Best Paper in Track (CRM and Sales) Award – 2016 Summer AMA Conference 2016
- Delta Epsilon Iota Academic Honor Society 2014
- Georgia State University
- Alpha Lambda Chapter of Phi Beta Delta Honor Society 2011
- Georgia State University
- ISBM Ph.D. Seminar Series (IPSS) Scholarship 2011
- Pennsylvania State University
- Ross Fellowship 2009 – 2010
- Purdue University
- Merit Scholarship (full program) 2008 – 2009
- University of Rochester

SERVICES

- Marketing Department Post-Tenure Review Committee 2023
- Chair, Department RTP Committee, CBE, CSUEB 2023
- Reviewer for Journal of Business Research 2023
- Reviewer for Journal of Business Research 2022
- Reviewer for 2022 GSSI Frankfurt am Main 2022
- Reviewer for Journal of Personal Selling and Sales Management 2022

- Reviewer for Journal of Business-to-Business Marketing 2022
- Reviewer for Journal of Business & Industrial Marketing 2022
- Chair, Department Chair Advisory Committee, CBE, CSUEB 2022
- Chair, Department RTP Committee (Tenure), CBE, CSUEB 2022
- Department RTP Committee (Retention), CBE, CSUEB 2022
- Reviewer for 2022-2023 Faculty Research, Scholarship, and Creative Activity Grant Program, CSUEB 2022
- Chair, Department RTP Committee, CBE, CSUEB 2021
- 2021 CBE Faculty Summer Research Grant - Department Grant Review Committee 2021
- Reviewer for Journal of Business Research 2021
- Reviewer for 2021 GSSI Toronto 2021
- Scholarship Review Committee, CBE, CSUEB 2015 ~ 2021
- 2020 CBE Faculty Summer Research Grant Review Committee 2020
- BSBA Program Committee for CBE, CSUEB 2019 ~ 2020
- Building and Technology Committee for CBE, CSUEB 2018 ~ 2020
- Referee for the Start-It-Up Series in Fall 2019, College of Business & Economics (CBE) 2019
- 2019 CBE Scholarship Review Committee 2019
- 2019 CBE Faculty Summer Research Grant Review Committee 2019
- Committee for Temporary Instructor Review 2019
- Session Chair for the Special Session at 2018 ISBM Conference at MIT, Boston 2018
- Reviewer for 2019 Winter AMA Marketing Educators' Conference 2018
- Reviewer for Journal of Business and Industrial Marketing 2011 ~ Current
- Chair for New Faculty Search Committee – Department of Marketing, CSUEB 2017
- Graduate Equity Fellowship Selection Committee for CSUEB 2017
- Q2S Conversion Committee – Department of Marketing, CSUEB 2016
- Reviewer: NCSM Conference 2014, 2016, 2017
- Reviewer: 2013 IMP Conference 2013
- Reviewer: Summer AMA Marketing Educators' Conference 2011 ~ 2013
- Vice-Chair of Technology: AMA DocSIG 2011

REFERENCES

Wesley J. Johnston, Ph.D.
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 Department of Marketing
 J. Mack Robinson College of Business

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