

John M. Friend

Department of Management, Marketing, Logistics, and Business Analytics
 College of Business and Public Policy
 University of Alaska Anchorage
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EDUCATION

- 2026 Ph.D., Business Administration (Marketing Concentration)
Shidler College of Business, University of Hawai‘i at Mānoa
- Dissertation:** “Consumer-Brand Relationships in Politically Polarized Market Environments: Development of an Intergroup Conflict Framework of Consumer Behavior”
- 2023 Measurement and Statistics Graduate Certificate
Department of Educational Psychology, University of Hawai‘i at Mānoa
- 2014 Ph.D., Political Science
University of Hawai‘i at Mānoa
- 2007 M.S., Defense and Strategic Studies, *Graduated with Honors*
Missouri State University
- 2004 B.A., Anthropology
University of California, Berkeley

ACADEMIC POSITIONS

- 2026-Present Assistant Professor of Marketing, Dept. of Management, Marketing, Logistics, and Business Analytics, College of Business and Public Policy
 University of Alaska Anchorage
Courses: Marketing Management; Market Research
- 2018-2026 Lecturer, Dept. of Marketing, Shidler College of Business,
 University of Hawai‘i at Mānoa
Courses: Introduction to Business; Business Communication; Business Statistics; Principles of Marketing; Global Management & Organizational Behavior; International Marketing; Consumer Behavior; Sustainable Marketing; Marketing Management (graduate-level)

- 2015-2018 Visiting Assistant Professor, Dept. of Political Science, College of St. Benedict and St. John's University
Courses: First Year Seminar; International Relations; Asian Politics; Global Gender Issues; Comparative Politics; Global Public Health; Model United Nations; Middle East Politics
- 2013-2015 Lecturer, Shidler College of Business, University of Hawai'i at Mānoa
Course: Business Communication
- 2008-2014 Lecturer, Dept. of Political Science, University of Hawai'i at Mānoa
Courses: International Relations; Comparative Politics; International Political Economy; Political Theory and Analysis; Modern Political Thought

NONACADEMIC POSITIONS

- Spring 25- Present Editorial Assistant, *Journal of Sustainable Marketing*
Shidler College of Business, University of Hawai'i at Mānoa
- Fall 21- Spring 25 Graduate Assistant, Dept. of Marketing
University of Hawai'i at Mānoa
- Summer 11- Summer 15 Research Assistant, Dept. of Marketing/Keck Foundation Grant
University of Hawai'i at Mānoa
- Spring 11 Visiting Researcher, Dept. of Political Science & International Studies
Yonsei University, Seoul, South Korea
- Summer 10 Visiting Research Fellow, Social Development Research Center (SDRC)
De La Salle University, Manila, Philippines
- Spring 10 - Fall 11 Editorial Assistant, *Korean Studies* (Journal)
Center for Korean Studies, University of Hawai'i at Mānoa
- Summer 09 Research Assistant, Dept. of Sociology/Korea Foundation Grant
University of Hawai'i at Mānoa
- Fall 08 Research Assistant, School of Pacific and Asian Studies/National Resource Center East Asia (NRCEA) Grant
University of Hawai'i at Mānoa

PUBLICATIONS – MARKETING RESEARCH

Peer-Reviewed Journal Articles

“Improving Health Service Design and Delivery for Men: Does Gender Targeting Matter?” *Journal of Services Marketing*, Vol. 38, No. 6 (June 2024): pp. 761-775 (with Dana Alden).

“Improving Patient Preparedness and Confidence in Discussing Advance Directives for End-of-Life Care with Health Care Providers in the United States and Japan,” *Medical Decision Making*, Vol. 41, No. 1 (January 2021): pp. 60-73 (with Dana Alden).

“Culture, Self, and Medical Decision Making in Australia and China: A Structural Model Analysis,” *MDM Policy & Practice*, Vol 4, No. 2 (July-December 2019): pp. 1-14 (with Hankiz Dolan, Dana Alden, Ping Yein Lee, Yew Kong Lee, Chirk Jenn Ng, Khatijah Lim Abdullah, and Lyndal Trevena).

“Are Culturally Targeted Patient Decision Aids More Effective? Results from Four Randomized Experiments,” *Social Science & Medicine*, Vol. 212 (September 2018): pp. 17-25 (with Dana Alden, Liana Fraenkel, and Maria Jibaja-Weiss).

“Who Decides – Me or We? Family Involvement in Medical Decision Making in Eastern and Western Countries,” *Medical Decision Making*, Vol. 38, No. 1 (January 2018): pp. 14-25 (with Dana Alden, Ping Yein Lee, Yew Kong Lee, Lyndal Trevena, Chirk Jenn Ng, Sorapop Kiatpongsan, Khatijah Lim Abdullah, Miho Tanaka, and Supanida Limpongsanurak).

“Culture and Medical Decision Making: Healthcare Consumer Perspectives in Japan and the U.S.,” *Health Psychology*, Vol. 34, No. 12 (December 2015): pp. 1133-1144 (with Dana Alden, Marieke de Vries, Angela Y. Lee, Ryosuke Osawa, and Qimei Chen).

“Cultural Targeting and Tailoring of Shared Decision Making Technology: A Theoretical Framework for Improving the Effectiveness of Patient Decision Aids in Culturally Diverse Groups,” *Social Science & Medicine*, Vol. 105 (March 2014): pp. 1-8 (with Dana Alden, Marilyn Schapira, and Anne Stiggelbout).

“Shared Decision Making and Patient Decision Aids: Knowledge, Attitudes and Practices Among Hawai'i Physicians,” *Hawai'i Journal of Medicine & Public Health*, Vol. 72, No.11 (November 2013): pp. 396-400 (with Dana Alden and Maria Chun).

Invited Commentaries

“Death and Dying in Japan: Shared Decision Making and Advance Care Planning Challenges,” *Society for Medical Decision Making (SMDM) Newsletter*, Spring 2016.

“Targeting Versus Tailoring of Health Communications: What’s the Difference Anyway,” *Society for Medical Decision Making (SMDM) Newsletter*, Winter 2015 (with Dana Alden, Marilyn Schapira, and Anne Stiggelbout).

“Addressing Measurement invariance in Cross-Cultural Research,” *Society for Medical Decision Making (SMDM) Newsletter*, Fall 2014.

“Using Multi-Group SEM to Study Culture & Medical Decision Making,” *Society for Medical Decision Making (SMDM) Newsletter*, Summer 2014.

Research Under Review and in Preparation

“Addressing Boredom in the Marketplace: Introducing a Meaning Orientation to Achieve Marketing Excellence” (with Yi He, Qimei Chen, and Angela Y. Lee), *Revise & Resubmit at Journal of the Academy of Marketing Science*.

“Mitigation/Adaptation and Standardization/Localization: The Critical Role of Global Brand Innovation,” in Ayşegül Özsumer, Zeynep Müge Güzel, and Onur Osmanoglu, eds., *Handbook of Research on Global Branding*. Edward Elgar Publishing (with Dana Alden and Marla Stafford).

Research in Progress

“Increasing Sustainable Food Consumption in Asian and Western Markets: Is Cross-National Standardization of Plant-Based Meat Brand Positioning a Viable Strategy?” (with Dana Alden, M. Blake Nichols, Qimei Chen, and Tomoko Kawakami).

“Rethinking Affective Sources of Construct-Irrelevant Variance in the Measurement of Consumer Motivations: Insights from Item Response Theory” (with Seongah Im).

“The Influence of Partisan Identity on Consumer Response to Brand Activism: A Motivated Reasoning Account of Political Consumerism” (with Dana Alden).

“Are You a Political Ally in the Culture War? The Effect of Partisanship on Consumer-Green Brand Relationships in Polarized Markets” (with Dana Alden).

PUBLICATIONS – POLITICAL SCIENCE RESEARCH

Peer-Reviewed Journal Articles

“A Cultural Neuroscience Perspective on North Korean Strategic Culture: Implications for Tailored Deterrence,” *Politics and the Life Sciences*, Vol. 37, No. 2 (December 2018): pp. 156-179.

“The Rise of Han-Centrism and What It Means for International Politics,” *Studies in Ethnicity and Nationalism*, Vol. 17, No. 1 (April 2017): pp. 91-114 (with Bradley Thayer).

“The Biopolitics of Policy-Making: Medical Activism in the Century of the Brain,” *New Political Science*, Vol. 36, No. 1 (March 2014): pp. 32-51.

Book Manuscript

How China Sees the World: Han-Centrism and the Balance of Power in International Politics. Lincoln: Potomac Books, 2018 (with Bradley Thayer).

Book Chapters

“China’s Use of Multilateral Institutions and the U.S. Response: The Need for Primacy 2.0,” in Huiyun Feng and Kai He, eds., *China’s Challenges and International Order Transition: Beyond “Thucydides’s Trap.”* Ann Arbor: University of Michigan Press, 2020 (with Bradley Thayer).

“Nuclear Warfare and Deterrence,” in David J. Galbreath and John R. Deni, eds., *Routledge Handbook of Defence Studies*. United Kingdom: Routledge, 2018 (with Bradley Thayer).

“The Role of Sociocultural Context in the Leader-Follower Relationship: An Analysis of Lee Kuan Yew’s Authentic Transformational Leadership,” in Dorianne Cotter-Lockard, ed., *Authentic Leadership and Followership: International Perspectives*. United Kingdom: Palgrave Macmillan, 2018 (with Deborah Pembleton and Zhiyuan He).

“Biology and International Relations,” in Albert Somit and Steven A. Peterson, eds., *The Handbook of Biology and Politics*. United Kingdom: Edward Elgar Publishing, 2017 (with Bradley Thayer).

“War and Aggression,” in Virgil Zeigler-Hill, Lisa Welling, and Todd K. Shackelford, eds., *Evolutionary Perspectives on Social Psychology*. New York: Springer Publishing, 2015 (with Bradley Thayer).

“Neuropolitics and Political Science: Providing a Foundation for the Study of Politics,” in Albert Somit and Steven A. Peterson, eds., *The World of Biology and Politics: Organization and Research Areas*. United Kingdom: Emerald Group Publishing Limited, 2013 (with Bradley Thayer).

“Evolution and Foreign Policy: Insights for Decision-Making Models,” in Albert Somit and Steven A. Peterson, eds., *Biopolitics: The Life Sciences and Public Policy*. United Kingdom: Emerald Group Publishing Limited, 2012 (with Bradley Thayer).

“Brain Imaging and Political Behavior: A Survey,” in Albert Somit and Steven A. Peterson, eds., *Biology and Politics: The Cutting Edge*. United Kingdom: Emerald Group Publishing Limited, 2011 (with Bradley Thayer).

Invited Commentaries/Reviews

“The World According to China: Understanding the World China Seeks to Create by 2049, when the PRC Turns 100,” *The Diplomat*, October 3, 2018 (with Bradley Thayer).

Review of *The Social Conquest of Earth*, by Edward O. Wilson, New York, NY: W.W. Norton & Company, in *Politics and the Life Sciences*, Vol. 32, No.1 (Spring 2013): pp. 106-107.

Review of *Chimeras, Hybrids, and Interspecies Research: Politics and Policymaking*, by Andrea L. Bonnickson, Washington, D.C.: Georgetown University Press, in *Politics and the Life Sciences*, Vol. 29, No. 1 (March 2010): pp. 97-99.

“The Alliance: Redefining Relationships Between the U.S. and the Asia-Pacific Region in the 21st Century,” *Issues & Insights* (Pacific Forum CSIS), Vol. 8, No. 14 (September 2008): pp. 7-10 (with Kristi Govella, Ana Villavicencio, Adrian Yi, and Stephanie Young).

SELECTED CONFERENCE PAPERS

“Rethinking Affective Sources of Construct-Irrelevant Variance in the Measurement of Consumer Motivations: Insights from Item Response Theory” at the *American Marketing Association (AMA) Summer Academic Conference*, August 16-18, 2024, Boston, MA.

“Structural Equation Modeling of Factors Influencing Intention to Substitute Plant-Based Protein for Meat in Different National Markets: Implications for International Sustainable Marketing Strategy” at the *American Marketing Association (AMA) Winter Academic Conference*, February 23-24, 2024, St. Pete, FL.

“Modeling Predictors of Intention to Substitute Plant-Based Protein Alternatives for Meat in Asian versus Western National Markets: Implications for International Sustainable Marketing Theory and Practice,” *Research Innovations in Sustainable Marketing (RISM)*, March 14-16, 2023.

“Does Gender Targeting Matter? Assessing the Effectiveness of Sports Team Metaphors in a Sleep Apnea Decision Aid” at the *Society for Medical Decision Making 41th Annual North American Meeting*, October 20-23, 2019, Portland, OR.

“Preference for Family Involvement in Treatment Decision Making Among Japanese Consumers: An Examination of Value-Focused Predictors” at the *Society for Medical Decision Making 40th Annual North American Meeting*, October 13-17, 2018, Montreal, Canada.

“Promoting Value-Based Advance Care Planning: An Assessment of the Attitudes of U.S. Healthcare Consumers Toward Life-Sustaining Treatments” at the *Society for Medical Decision Making 40th Annual North American Meeting*, October 13-17, 2018, Montreal, Canada.

“Cross-Cultural Analysis of Patient Confidence in Advance Directive Decision Making: Findings from Japan and the United States,” at the *Society for Medical Decision Making 39th Annual North American Meeting*, October 22-25, 2017, Pittsburgh, PA.

“Core Value Influences on Advanced Directive Decision Making in Japan,” at the *Society for Medical Decision Making 38th Annual North American Meeting*, October 23-26, 2016, Vancouver, BC, Canada.

“Improving the Validity of Regulatory Focus Scales for Cultural Targeting and Tailoring of Decision Making Tools Across Diverse Patient Populations,” at the *Society for Medical Decision Making 36th Annual North American Meeting*, October 18-22, 2014, Miami, FL.

“The Importance of Culturally Targeting and Tailoring Shared Decision Making (SDM) Technology,” at the *Health Technology Assessment International (HTAi) 10th Annual Meeting*, June 17-19, 2013, Seoul, South Korea.

SEMINARS & COLLOQUIA

Speaker, “Ensuring Your Healthcare Organization’s Success Through Patient Centered Care,” *Japanese Healthcare Management Seminar*, Shidler College of Business, University of Hawai‘i, Honolulu, HI, September 27, 2019.

Panelist, “How Far is Too Far? Human Gene Editing in the 21st Century,” *Politics & a Pint*, The Eugene J. McCarthy Center for Public Policy & Civic Engagement, St. John’s University, November 2, 2017.

Panelist, “America’s Changing Role in the World,” *Politics & a Pint*, The Eugene J. McCarthy Center for Public Policy & Civic Engagement, St. John’s University, February 16, 2017.

Moderator, “The Journey: CSB/SJU & the Refugee Community,” *Politics & a Pint*, The Eugene J. McCarthy Center for Public Policy & Civic Engagement, St. John’s University, February 11, 2016.

Speaker, “Race in American Foreign Policy: Insights from MLK’s ‘Beyond Vietnam’ Speech,” *MLK Day Teach-In*, St. John’s University, January 18, 2016.

Moderator, “What if Our Healthcare System Kept Us Healthy?” *Ted Talk Tuesday*, The Eugene J. McCarthy Center for Public Policy & Civic Engagement, St. John’s University, September 15, 2015.

Moderator, “Issues in Cotemporary China,” *13th East-West Center International Graduate Student Conference (IGSC)*, Honolulu, February 15, 2014.

Moderator, “Political Contestations with(in) China, Taiwan and Vietnam” and “Violence: Cause & Effect,” *12th East-West Center International Graduate Student Conference (IGSC)*, Honolulu, February 16, 2013.

Speaker, “Gender and Nationalism: Toward a Theory of Biological Citizenship in Postcolonial Korea,” *Asia Democratic Community Workshop*, Yonsei University, Seoul, March 30, 2011.

Speaker, “Discipline, Health, and the Shaping of Medical Perceptions and Practices: Toward a Theory of Biological Citizenship in the Philippines,” De La Salle University, Manila, June 21, 2010.

FELLOWSHIPS, AWARDS, & NOMINATIONS

- AMA-Sheth Foundation Doctoral Consortium Fellow, Fisher College of Business, The Ohio State University, Summer 2025
- BBA Business Core Course Professor of the Semester, Shidler College of Business, Fall 2020
- BBA Business Elective Course Professor of the Semester, Shidler College of Business, Fall 2020
- Graduate Degree Fellowship, East-West Center, 2010-2012
- U.S. Young Scholars Delegation to the Republic of China (Taiwan), October 2011
- East-West Center Association (EWCA) Alumni Travel Grant, 2010
- Graduate Teaching Assistantship, Department of Political Science, UHM, 2008-2010
- Student Affiliate Program, East-West Center, 2007-2010, 2013

PROFESSIONAL ORGANIZATIONS

Member, Association for Consumer Research (ACR)

Member, Society for Consumer Psychology (SCP)

Member, American Marketing Association (AMA)

Alumnus, East-West Center (EWC)

Alumnus, Pacific Forum

REVIEWER

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| • <i>International Relations</i> | • <i>Palgrave Macmillan</i> |
| • <i>Review of International Studies</i> | • <i>Studies in Ethnicity and Nationalism</i> |
| • <i>Journal of International Relations and Development</i> | • <i>Journal of Sustainable Marketing</i> |
| • <i>Politics and the Life Sciences</i> | • <i>Patient Education and Counseling</i> |
| • <i>European Journal of Cancer Care</i> | • <i>Journal of Social Marketing</i> |
| • <i>Women & Health</i> | • <i>Journal of Services Marketing</i> |
| • <i>International Journal of Intercultural Relations</i> | |

REFERENCES

Dr. Dana L. Alden

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William R. Johnson, Jr. Distinguished Professor
Shidler College of Business
University of Hawai'i at Mānoa
2404 Maile Way, C-303
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Dr. Christopher Cannon

Assistant Professor of Marketing
Shidler College Faculty Fellow
Shidler College of Business
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2404 Maile Way, C-501b
Honolulu, HI 96822
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Dr. Qimei Chen

Chair, Department of Marketing
Professor of Marketing
Harold and Sandy Noborikawa Chair of Entrepreneurship, Marketing, and Information
Technology
Shidler College of Business
University of Hawai'i at Mānoa
2404 Maile Way, C-401e
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