



Peter Magnusson, Ph.D.



Updated: July 2, 2024

Peter Magnusson, Ph.D.

Professor and Department Chair
Department of Marketing
Robert C. Vackar College of Business and Entrepreneurship
The University of Texas Rio Grande Valley
ECOBE 211B
Edinburg, Texas 78539

Office: 956-665-2829

Mobile: 954-654-8176

E-Mail: peter.magnusson@utrgv.edu

LinkedIn: <https://www.linkedin.com/in/petermagnusson/>

Academic Employment

The University of Texas Rio Grande Valley, Edinburg, Texas, 2021-
Professor and Department Chair

University of Alabama, Tuscaloosa, Alabama, 2020-2021
Full Professor of Marketing and Bennett Fellow of International Business

University of Alabama, Tuscaloosa, Alabama, 2015-2020,
Associate Professor of Marketing and Bennett Fellow of International Business

Florida International University, Miami, Florida, 2012-2015, Assistant Professor of Marketing

Northern Illinois University, DeKalb, Illinois, 2007-2012, Assistant Professor of Marketing

Education

Ph.D. *Saint Louis University*, Boeing Institute of International Business, John Cook School of Business, Saint Louis, Missouri.
International Business and Marketing, 2007.

Dissertation: “An Institutional Perspective on Initial Subsidiary Structure and Subsequent Change in Multinational Enterprises.” *Dissertation Chair*: Seung Kim

M.B.A. *Indiana State University*, Terre Haute, Indiana, 2001.

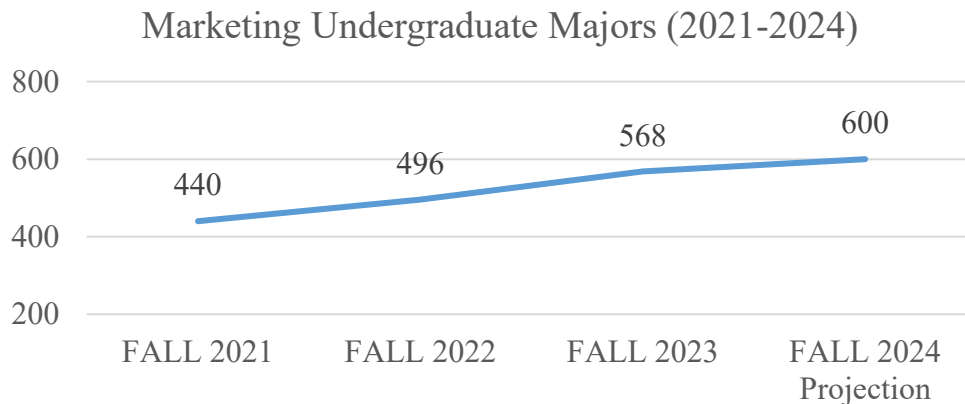
B.S. *Indiana State University*, Terre Haute, Indiana, 1999.



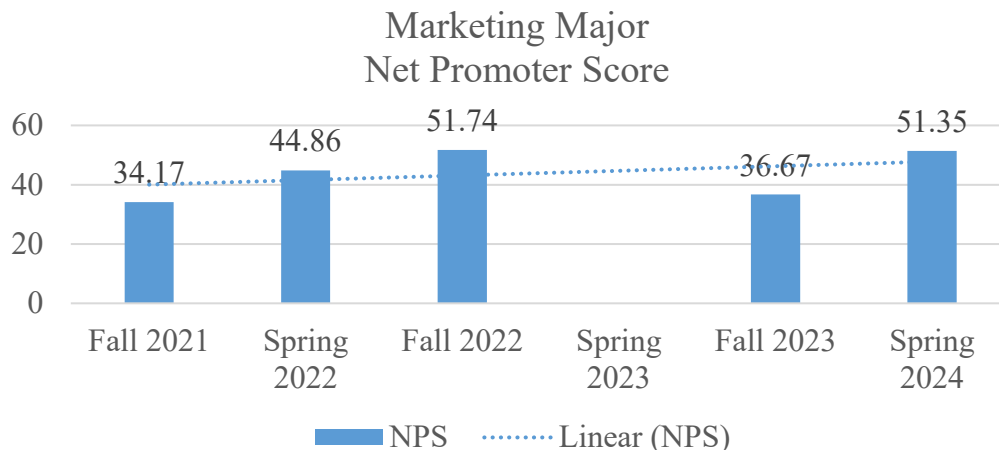
Chair Accomplishments

The following list highlights some of the key accomplishments of the marketing department over the last three years:

- 1. **Enrollment Growth** – In Fall 2021, we had 430 marketing majors at UTRGV. Over the last three years, we’ve experienced steady growth and for Fall 2024, we’re projected to have around 600 marketing majors.

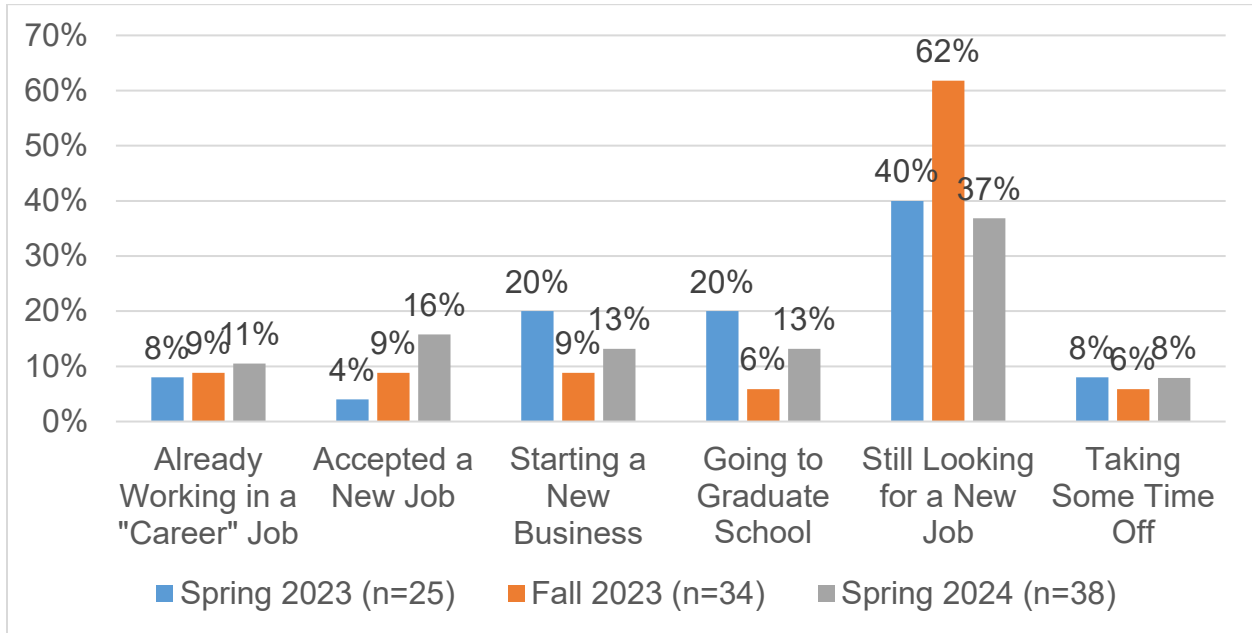


- 2. **Student Satisfaction** – We’ve been tracking the net promoter score of marketing majors for the last three years (except Spring 2023 due to survey error). NPS scores are consistently positive and with a slight upward trend.





3. **Graduation Outcomes** – Much work still remains, but we’re seeing some progress in the career readiness of our students. We survey our graduating seniors just before graduation. In Spring 2023, only 12% of graduating marketing majors had a “career” job when graduating. In Spring 2024, this number has increased to 27%.



4. **Student Engagement** – We have deliberately and strategically increased the opportunities for our UG marketing students to get exposure to national competitions. In 2023-2024, the department supported student engagement in three national competitions:

- a. The National Sales Challenge at William Patterson University, Wayne, NJ. Two students together with their advisor, Jesse Jones, represented UTRGV. They finished in 7th place as a team and Osiel Garcia finished 7th individually. Subsequently, Osiel earned a job from the competition’s main sponsor, ORS Nasco, and is currently working in a sales role with them.
- b. The National Collegiate Digital Marketing Championship at Baylor University, Waco, TX. Five students together with their advisor, Michael Flores, represented UTRGV. They finished in 6th place as a team and Patricia Alanis Ramirez finished 2nd individually. As a second-place finisher, Patricia earned an automatic interview with LTK, one of the competition’s main sponsors.
- c. The American Marketing Association Collegiate Chapter Conference, New Orleans, LA. Five AMA students represented UTRGV at this conference. For the first time in UTRGV’s history, our chapter earned Top 10 chapter recognition (out of approximately 400 chapters nationwide)!



5. **Program Development** – The MS Marketing degree program has been developed and approved at all university levels and by the UT System. It's currently awaiting approval at the Texas Higher Education Coordinating Board. We're anticipating the launch of this new program in Fall 2025, which will serve to further develop career skills in marketing for the RGV community.
6. **Ph.D. Program** – In 2021 when I arrived, we had 13 Ph.D. students in marketing. Eight of them were in year 6 or later. Since then, we have successfully graduated most of these students, with two more students graduating in the Spring and Summer of 2024. After welcoming three new students in Fall 2024, we will have a healthy Ph.D. program of 10 students, and all of them will be in year 4 or less.

Conference presentations, journal submissions, and journal acceptances have also increased significantly to help set up the students for success and future tenure-track faculty positions.

7. **Faculty Hiring** – In the last three years, we have hired one new tenure-track assistant professor and three new full-time lecturers. All four new hires are valuable additions to the department and are strengthening our research and teaching capabilities.



Publications

1. Jung, Hyeyoon, Peter Magnusson, and Yi Peng (2023), "The Influence of Self-Construal on Consumer Responses to Sizing Discrepancy," *International Marketing Review*, 40(6): 1325-1343. AJG 3
2. Magnusson, Peter, Srđan Zdravkovic, and Stanford A. Westjohn (2022), "A Longitudinal Analysis of Country Image and Brand Origin Effects," *International Marketing Review*, 39(4): 912-930. AJG 3
3. Westjohn, Stanford A., Peter Magnusson, George Franke, and Yi Peng (2022), "Trust Propensity Across Cultures: The Role of Collectivism," *Journal of International Marketing*, 30(1): 1-17. AJG 3
4. Westjohn, Stanford A., Peter Magnusson, Yi Peng, and Hyeyoon Jung (2021), "Acting on Anger: Cultural Value Moderators of the Effects of Consumer Animosity," *Journal of International Business Studies*, 52(8): 1591-1615. UT-Dallas, FT-50, AJG 4*
5. Zdravkovic, Srđan, Peter Magnusson, Dario Micevic, and Stanford A. Westjohn (2021), "Vicarious Animosity: Taking Sides on Provocative Issues," *Journal of Business Research*, 124: 77-85. AJG 3
6. Magnusson, Peter and Stanford A. Westjohn (2021), "The Effects of Stereotyping on Place/Country Image Perceptions," *Marketing Countries, Places, and Place-Associated Brands*, N. Papadopoulos and M. Cleveland (Eds.), Edgar Elgar Publishing.
7. Taras, Vas, Dan Baack, Dan Caprar, Doug Dow, Fabian Froese, Alfredo Jimenez, and Peter Magnusson (2019), "Diverse Effects of Diversity: Disaggregating Effects of Diversity in Global Virtual Teams," *Journal of International Management*, 25(4): 1-15. AJG 3
8. Magnusson, Peter and Stanford A. Westjohn (2019), "Advancing Global Consumer Culture Research," *International Marketing Review*, 36(4): 593-597. AJG 3
9. Westjohn, Stanford A. and Peter Magnusson (2019), "Conceptualizing and Operationalizing Local and Global Cultural Identities: A Comment," *International Marketing Review*, 36(5): 633-636. AJG 3
10. Magnusson, Peter, Stanford A. Westjohn, and Nancy Sirianni (2019), "Beyond Country Image Favorability: How Brand Positioning via Country Personality Stereotypes Enhances Brand Evaluations," *Journal of International Business Studies*, 50(3): 318-338. UT-Dallas, FT-50, AJG 4*
11. Westjohn, Stanford A. and Peter Magnusson (2017), "Export Performance: A Focus on Discretionary Adaptation," *Journal of International Marketing*, 25 (4): 70-88. AJG 3



12. Westjohn, Stanford A., Holger Roschk, and Peter Magnusson (2017), "Eastern versus Western Culture Pricing Strategy: Superstition, Lucky Numbers, and Localization," *Journal of International Marketing*, 25 (1): 72-90. AJG 3
13. Ko, Eunju, Byeong-Joon Moon, and Peter Magnusson (2017), "Guest Editorial: Country of Origin Research Revisited: Seeking New Methods and Variables," *International Marketing Review*, 34 (2): 162-165. AJG 3
14. Geleilate, Jose Mauricio, Peter Magnusson, Ronaldo Parente, and Marcelo Alvarado Vargas (2016), "Home Country Institutional Effects on the Multinationality-Performance Relationship: A Comparison between Emerging and Developed Markets Multinationals," *Journal of International Management*, 22 (4): 380-402. AJG 3
15. Westjohn, Stanford A., Mark Arnold, Peter Magnusson, and Kristy Reynolds (2016), "The Influence of Regulatory Focus on Global Consumption Orientation and Preference for Global vs. Local Consumer Culture Positioning," *Journal of International Marketing*, 24 (2): 22-39. AJG 3
16. Magnusson, Peter, Stanford A. Westjohn, and Srdan Zdravkovic (2015), "An Examination of the Interplay between Corporate Social Responsibility, the Brand's Home Country, and Consumer Global Identification," *International Marketing Review*, 32 (6): 663-685. AJG 3
17. Harmeling, Colleen, Peter Magnusson, and Nitish Singh (2015), "Beyond Anger: A Deeper Look at Consumer Animosity," *Journal of International Business Studies*, 46 (6): 676-693. UT-Dallas, FT-50, AJG 4*
18. Westjohn, Stanford A., Peter Magnusson, Joyce X. Zhou (2015), "Does the Value of Global Brands Apply to both Foreign and Domestic-Based Global Brands?" in Shaoming Zou, Hui Xu, Linda Hui Shi (ed.) *Entrepreneurship in International Marketing (Advances in International Marketing, Volume 25)* Emerald Group Publishing Limited, pp. 267-286.
19. Magnusson, Peter, Anja Schuster, and Vas Taras (2014), "A Process-Based Explanation of the Psychic Distance Paradox: Evidence from Global Virtual Teams," *Management International Review*, 54 (3): 283-306. AJG 3
20. Magnusson, Peter, Vijaykumar Krishnan, Stanford A. Westjohn, and Srdan Zdravkovic (2014), "The Spillover Effects of Prototype Brand Transgressions on Country Image and Related Brands," *Journal of International Marketing*, 22 (1): 21-38. AJG 3
21. Maertz, Carl, Stoeberl, Phil., and Peter Magnusson (2014), "Finding Strategic Human Resource Advantage from Building an Effective Internship Capability," *Organizational Dynamics*, 43 (4): 303-311. AJG 2



22. Magnusson, Peter, Rob Peterson, and Stanford A. Westjohn (2014) “The Influence of National Cultural Values on the Use of Rewards Alignment to Improve Sales Collaboration,” *International Marketing Review*, 31 (1): 30-50. AJG 3
23. Magnusson, Peter, Stanford A. Westjohn, Alexey Semenov, Arilova Randrianasolo, and Srdan Zdravkovic (2013), “The Role of Cultural Intelligence in Marketing Adaptation and Export Performance,” *Journal of International Marketing*, 21 (4): 44-61. AJG 3
24. Westjohn, Stan, Nitish Singh, and Peter Magnusson (2012) “Responsiveness to Global and Local Consumer Culture Positioning: A Personality and Collective Identity Perspective,” *Journal of International Marketing*, 20 (1): 58-73. AJG 3
25. Magnusson, Peter, Stanford Westjohn, Geoffrey Gordon, and Tim Aurand (2012) “Environmental Dynamics and First-Mover Advantages in Emerging Markets,” *Marketing Management Journal*, 22(1): 17-34.
26. Magnusson, Peter, Stanford Westjohn, and Srdan Zdravkovic (2011) “What, I thought Samsung was Japanese: Accurate or Not, Perceived Country of Origin Matters,” *International Marketing Review*, 28 (5): 454-472. AJG 3
27. Magnusson, Peter, Stanford Westjohn, and Srdan Zdravkovic (2011) “Further Clarification on How Perceived Brand Origin Affects Brand Attitude: A Response to Samiee and Usunier,” *International Marketing Review*, 28 (5): 497-507. AJG 3
28. Magnusson, Peter and Stanford A. Westjohn (2011) “Is There a Country-of-Origin Theory?” *Handbook of Research in International Marketing*, S. Jain and D. Griffith (Eds.), Edgar Elgar Publishing.
29. Westjohn, Stanford A. and Peter Magnusson (2011) “Theory of the Global Consumer” *Handbook of Research in International Marketing*, S. Jain and D. Griffith (Eds.), Edgar Elgar Publishing.
30. Zdravkovic, Srdan, Peter Magnusson, and Sarah Stanley (2010) “Dimensions of Fit between a Brand and a Social Cause and Their Influence on Attitudes,” *International Journal of Research in Marketing*, 27 (2): 151-160. AJG 4
31. Magnusson, Peter and Stanford A. Westjohn (2010) “Stages of Market Development,” *Wiley International Encyclopedia of Marketing*, J. Sheth and N. Malhotra (Eds.), Volume 1 International Marketing, John Wiley & Sons Limited, pp. 110-113.
32. Westjohn, Stan, Mark Arnold, Peter Magnusson, Srdan Zdravkovic, and Joyce Zhou (2009) “Technology Readiness and Usage: A Global-Identity Perspective,” *Journal of the Academy of Marketing Science*, 37 (3): 250-265. FT-50, AJG 4*



33. Magnusson, Peter, Stan Westjohn, and David Boggs (2009) "Order-of-Entry Effects for Knowledge-Based Service Firms in Emerging Markets: An Examination of Multinational Advertising Agencies," *Journal of International Marketing*, 17 (2): 23-41. AJG 3
34. Maertz, Carl, Ahmad Hassan, and Peter Magnusson (2009) "When learning is not enough: A process model of expatriate adjustment as cultural cognitive dissonance reduction," *Organizational Behavior and Human Decision Processes*, 108 (1): 66-78. FT-50, AJG 4
35. Magnusson, Peter and Brett Boyle (2009) "A Contingency Perspective on Psychic Distance in International Channel Relationships," *Journal of Marketing Channels*, 16 (1): 77-99. AJG 1
36. Amine, Lyn and Peter Magnusson (2008) "Targeting Buyers of Counterfeit Goods," *WIPO Magazine*, October 2008, No. 5, Geneva, Switzerland.
37. Magnusson, Peter, Dan Baack, Srdan Zdravkovic, Karin Staub, and Lyn Amine (2008) "Meta-Analysis of Cultural Differences: Another Slice at the Apple," *International Business Review*, 17 (5): 520-532. AJG 3
38. Magnusson, Peter, Rick Wilson, Srdan Zdravkovic, Joyce Zhou, and Stan Westjohn (2008) "Breaking Through the Cultural Clutter: A Comparative Assessment of Multiple Cultural and Institutional Frameworks," *International Marketing Review*, 25 (2): 183-201. (Highly Commended Award Winner at the Literati Network Awards for Excellence 2009) AJG 3
39. Magnusson, Peter, Sarah Haas, and John Zhao (2008) "A Branding Strategy for Emerging Market Firms Entering Developed Markets," *Journal of International Consumer Marketing*, 20 (3/4): 95-107.
40. Amine, Lyn and Peter Magnusson (2007) "Cost-Benefit Models of Stakeholders in the Global Counterfeiting Industry: A Marketing Point of View," *Multinational Business Review*, 15 (2): 1-22. AJG 2
41. Boyle, Brett and Peter Magnusson (2007) "Social Identity and Brand Equity Formation: A Comparative Study of Collegiate Sports Fans," *Journal of Sport Management*, 21 (4): 497-520. AJG 2
42. Magnusson, Peter and David Boggs (2006) "International Experience and CEO Selection: An Empirical Study," *Journal of International Management*, 12 (1):107-125. AJG 3



Awards

1. **Best Paper Award** – Best Paper in Global Marketing and Marketing Strategy, AMA Summer Academic Conference, “How Emerging-Market Brands Can Overcome a Weak Country Image,” with Mustafa Raji and Yuri Martirosyan.
2. **Best Reviewer Award** – *Journal of International Business Studies*, 2024.
3. **UTRGV Robert C. Vackar College of Business & Entrepreneurship Scholarly Leadership Award**, 2023.
4. **S. Tamer Cavusgil Award** – Best Paper in *Journal of International Marketing* 2022, “Trust Propensity Across Cultures: The Role of Collectivism, with Stan Westjohn, Yi Peng, and George Franke, 2023.
5. **Best Reviewer Award** – *Journal of International Business Studies*, 2022.
6. **Best Reviewer Award** – *Journal of International Business Studies*, 2021.
7. **Best Conference Paper Nominee** – Academy of International Business-SE, “Trust Propensity across Cultures: Effects of Individualist and Collectivist Values,” with Stan Westjohn, Yi Peng, and George Franke, 2020.
8. **Faculty Excellence Award** – *Executive MBA*, 2020.
9. **Best Instructor Award** – Selected as one of the Top Instructors for X-Culture, spring 2020.
10. **Best Reviewer Award** – *Journal of International Business Studies*, 2020.
11. **Best Reviewer Award** – *Journal of International Business Studies*, 2019.
12. **Best Instructor Award** – Selected as one of the Top Instructors for X-Culture, spring 2019.
13. **Best Instructor Award** – Selected as one of the Top Instructors for X-Culture, fall 2018.
14. **CIMaR Best Paper Award** – Winner of the Tamer Cavusgil CIMaR best paper award, Atlanta, 2018.
15. **Best Instructor Award** – Selected as one of the Top Instructors for X-Culture, spring 2018.
16. **Best Instructor Award** – Selected as one of the Top Instructors for X-Culture, spring 2017.
17. **Best Reviewer Award** – *Journal of International Business Studies*, 2017.
18. **Outstanding Reviewer Award** – *Journal of International Marketing*, 2016.



19. **Best Instructor Award** – Selected as one of the Top Instructors for X-Culture, spring 2016.
20. **Emerald Literati Network 2016 Awards for Excellence** – Outstanding reviewer for *International Marketing Review*.
21. **Best Instructor Award** – Selected as one of the Top Instructors for X-Culture, fall 2015.
22. **Best Reviewer Award** – 2015 Academy of International Business Conference, Bangalore, India.
23. **Outstanding Reviewer Award** – *Journal of International Marketing*, 2014.
24. **Best Instructor Award** – Selected as one of the Top Instructors for X-Culture, spring 2014.
25. **CIBER Research Grant** – *Florida International University*, 2014.
26. **Best Reviewer Award** – 2014 Academy of International Business Conference, Vancouver, Canada.
27. **CIBER Research Grant** – *Florida International University*, 2013.
28. **Best Reviewer Award** – 2013 Academy of International Business Conference, Istanbul, Turkey.
29. **Best Paper in the Cross-Cultural Management track, nominee for the Temple/AIB Best Paper Award** – 2012 Academy of International Business Conference, Washington, D.C.: “A Comparative Analysis of the Effects of Different Forms of Team Diversity on Global Virtual Team Performance,” with Vas Taras et al.
30. **“Faculty Member who had a Significant Impact” Award** – Northern Illinois University, 2010.
31. **Literati Network Awards for Excellence 2009 as a Highly Commended Award Winner** – Magnusson, Peter, Rick Wilson, Srđan Zdravkovic, Joyce Zhou, and Stan Westjohn (2008) “Breaking Through the Cultural Clutter: A Comparative Assessment of Multiple Cultural and Institutional Frameworks,” *International Marketing Review*, 25(2): 183-201.
32. **Temple/AIB Best Paper Award** – 2007 Academy of International Business Conference, Indianapolis, IN: “Order-of-Entry Effects for Knowledge-Based Service Firms in Emerging Markets,” with Stan Westjohn and David Boggs.
33. **IMR’s Award for Best Paper in International Marketing** – 2007 Academy of International Business Conference, Indianapolis, IN: “Order-of-Entry Effects for Knowledge-Based Service Firms in Emerging Markets,” with Stan Westjohn and David Boggs.



Peter Magnusson, Ph.D.



34. ***Best Paper Certificate*** – 2005 Association for Global Business, Miami, FL: “An Analytical Perspective of the Global Counterfeiting Industry,” with Lyn Amine.



Conference Presentations

1. **AMA Summer Conference (2024)** “How Emerging-Market Brands Can Overcome a Weak Country Image,” with Yuri Martirosyan and Mustafa Raji, Boston, MA.
2. **AMA Global Marketing SIG (2024)** “A Cross-Cultural Comparison of Brand Loyalty Propensity,” with Khondoker Hossain, Verona, Italy.
3. **AMA Winter Conference (2024)** “Gaze Direction and Ad Attitude,” with Khondoker Hossain and Sunaina Chugani, St Petersburg, FL.
4. **AMA Summer Conference (2023)** “Service Recovery Options,” with Yuri Martirosyan and Mustafa Raji, San Francisco, CA.
5. **Academy of Marketing Science (2023)** “Brand Origin Stories: Setting Versus Characters,” with Brittney Bauer, Clark Johnson, and Stan Westjohn, New Orleans, LA.
6. **AMA Winter Conference (2023)** “Contemporary Developments in Global and Cross-Cultural Marketing,” with Stan Westjohn and Ai-Nhan Ngo, Nashville, TN.
7. **AMA Winter Conference (2023)** “Looking Left vs. Right: Effect of Eye Gaze Direction on Consumers' Attitudes Toward Advertisements,” with Khondoker Hossain and Sunaina Chugani, Nashville, TN.
8. **AMA Global Marketing SIG (2022)** “The Effect of Distance on Persuasion in International E-mail Marketing Campaigns,” with Stan Westjohn and Ai-Nhan Ngo, Chania, Greece.
9. **AMA Global Marketing SIG (2021)** “Trust Propensity across Cultures: Effects of Individualist and Collectivist Values,” with Stan Westjohn, Yi Peng, and George Franke, Taormina, Italy.
10. **Academy of International Business Southeast USA (2020)** “Trust Propensity across Cultures: Effects of Individualist and Collectivist Values,” with Stan Westjohn, Yi Peng, and George Franke, Virtual.
11. **Academy of International Business (2020)** “How Individualism/Collectivism Moderates the Effect of Distance on Entry-Mode Decisions,” with Hyeyoon Jung, Stan Westjohn, and Yi Peng, Virtual.
12. **Academy of International Business Southeast USA (2019)** “Cultural Distance and Entry Mode: The Moderating Effect of Cultural Values,” with Hyeyoon Jung, Yi Peng, and Stan Westjohn, San Antonio, TX.



13. **Frontiers in International Business Conference (2019)** “Mobile Phone Saliency, Anxiety, and Nationalistic Bias,” with June Cotte and Stacey Robinson, Columbia, South Carolina.
14. **Academy of International Business (2019)** “Who Is the Most Vulnerable Regarding Sizing Disappointment? The Role of Self-Construal,” with Hyeyoon Jung, Copenhagen, Denmark.
15. **Academy of International Business (2019)** “Acting on Anger: Cultural Value Moderators of the Effects of Consumer Animosity,” with Stan Westjohn, Yi Peng, and Hyeyoon Jung, Copenhagen, Denmark.
16. **Consortium for International Marketing Research (CIMA^R) (2019)** “Acting on Anger: Cultural Value Moderators of the Effects of Consumer Animosity,” with Stan Westjohn, Yi Peng, and Hyeyoon Jung, Ankara, Turkey.
17. **AMA Global Marketing SIG (2019)** “Cultural Distance and Entry Mode: The Moderating Effect of Cultural Values,” with Hyeyoon Jung, Buenos Aires, Argentina.
18. **Academy of International Business Southeast USA (2018)** “Publishing in Top Journals: A Deeper Look into Two JIBS Papers and the Challenges Overcome,” Nashville, TN.
19. **Academy of International Business Southeast USA (2018)** “Self-Construal Differences in the Sizing Disappointment Effect,” with Hyeyoon Jung, Nashville, TN.
20. **Academy of International Business Southeast USA (2018)** Panel Chair on “Becoming an Academic Researcher,” with Annette Tower, Brittney Bauer, Johann Vogel, and Wlamir Xavier, Nashville, TN.
21. **AMA Global Marketing SIG (2018)** “Phone Anxiety and Nationalistic Bias,” with Stacey Robinson and June Cotte, Santorini, Greece.
22. **Consortium for International Marketing Research (CIMA^R) (2018)** “Managing Consumer Animosity: In Search of Marketing Strategies to Suppress Animosity Effects,” with Hyeyoon Jung, Atlanta, GA.
23. **Consortium for International Marketing Research (CIMA^R) (2018)** “Consumer Animosity and the Influence of Cultural Values: A Meta-Analysis,” with Stan Westjohn and Yi Peng, Atlanta, GA.
24. **Academy of International Business (2018)** “International Marketing and the Digital Economy,” with June Cotte and Stacey Robinson, Minneapolis, MN.
25. **Academy of International Business Southeast USA (2017)** “Does Cell Phone Anxiety Lead to an Increase in National Sentiments,” Washington, D.C.



26. **Academy of International Business** (2017) “The Strategic Alignment of Brand Positioning with Country Personality,” with Brian Montavon, Dubai UAE.
27. **Academy of International Business** (2017) “A Neglected Factor in Entry Mode Research: The Role of Decision-Maker Personality,” with Doug Dow and Dan Baack, Dubai, UAE.
28. **AMA Global Marketing SIG** (2017) “The Strategic Alignment of Brand Behavior with Country Personality,” with Nancy Sirianni and Brian Montavon, Havana, Cuba.
29. **European International Business Academy** (2016) “How Does Decision-Maker Personality Influence Entry Mode Decisions?” with Doug Dow and Dan Baack, Vienna, Austria.
30. **Academy of International Business Southeast USA** (2016) “Vicarious Animosity: Taking Sides on Provocative Issues,” with Srdan Zdravkovic and Stan Westjohn, Tampa-Cozumel.
31. **Academy of International Business Southeast USA** (2016) “The Strategic Alignment of Brand Behavior with Country Personality,” with Brian Montavon, Tampa-Cozumel.
32. **Academy of International Business Southeast USA** (2016) “How Does Decision-Maker Personality Influence Entry Mode Decisions?” with Doug Dow and Dan Baack, Tampa-Cozumel.
33. **Academy of International Business** (2016) “Not All Diversity Is the Same: A Comparative Study of the Effects of Diversity in Global Virtual Teams,” with Vas Taras, Dan Baack, Doug Dow, and Alfredo Jimenez, New Orleans, La.
34. **Academy of International Business** (2016) “Vicarious Animosity: Taking Sides on Provocative Issues,” with Srdan Zdravkovic and Stan Westjohn, New Orleans, La.
35. **Academy of International Business Southeast USA** (2015) “Lucky Number Pricing Strategy: Marketer’s Practices and Consumer Perceptions in Singapore,” with Stan Westjohn, Holger Roschk, and Tatjana Muller, Savannah, Ga.
36. **Academy of International Business** (2015) “Not All Diversity Is the Same: A Comparative Study of the Effects of Diversity in Global Virtual Teams, with Vas Taras, Dan Baack, Doug Dow, and Alfredo Jimenez, Bengaluru, India.
37. **Academy of International Business** (2015) “How Do Values Change When Immersed in a Foreign Cultural Environment?” with Stan Westjohn and Ahmed Al Radadi, Bengaluru, India.
38. **American Marketing Association Winter Educators’ Conference** (2015) “Emerging Scholars Panel – Strategies for Contributing to the International Marketing Literature,” San Antonio, TX.



39. **Academy of International Business Southeast USA** (2014) “System Dynamics in Global Supply Chains and International Marketing,” with Peter Dickson, Miami, FL.
40. **Academy of International Business Southeast USA** (2014) “Identity’s Influence on Global Consumption Orientation,” with Stan Westjohn, Miami, FL.
41. **Consortium for International Marketing Research (CIMaR)** (2014) “Does the value of global brands apply to both foreign and domestic-based global brands,” with Stan Westjohn, Victoria, B.C.
42. **Academy of International Business** (2014) “The Role of Country of Origin on the Multinationality-Performance Relationship,” with Jose Mauricio Geleilate and Ronaldo Parente, Vancouver, B.C.
43. **Academy of International Business** (2014) “An Examination of the Interplay between Corporate Social Responsibility, the Brand’s Home Country, and Consumer Global Identification,” with Stan Westjohn and Srdan Zdravkovic, Vancouver, B.C.
44. **Strategic Management Society** (2014) “Can Home-Country Conditions Shape Firm’s International Activities? An Investigation of Emerging Versus Developed Multinational Firms,” with Jose Mauricio Geleilate, Madrid, Spain.
45. **American Marketing Association Winter Educators’ Conference** (2014) “The Difference between Mandatory and Discretionary International Marketing Adaptations,” with Stan Westjohn and Walfried Lassar, Orlando, FL.
46. **Academy of International Business Southeast USA** (2013) “A Process-Based Explanation of the Psychic Distance Paradox – Evidence from Global Virtual Teams,” with Anja Schuster and Vas Taras, Atlanta, GA.
47. **Academy of International Business Conference** (2013) “Marketing Mix Adaptation and Export Performance: Examining the Moderating Effect of Export Manager Cultural Intelligence,” with Alexey Semenov and Arilova Randrianasolo, Istanbul, Turkey.
48. **Academy of International Business Conference** (2013) “A Process-Based Explanation of the Psychic Distance Paradox – Evidence from Global Virtual Teams,” with Anja Schuster and Vas Taras, Istanbul, Turkey.
49. **Academy of International Business Southeast Conference** (2012) “Multi-Country Collaboration Projects in IB Education: Challenges and Best Practices for Enhancing Teaching and Research,” with Vas Taras et al, Fort Lauderdale, FL.
50. **American Marketing Association Summer Educators’ Conference** (2012) “What Happens to Brand Japan When Toyota Suddenly Accelerates? The Spillover Effects of Brand



Transgression on Country Image and Related Brands” with Vijay Krishnan, Stan Westjohn, and Srđan Zdravkovic, Chicago, IL.

51. **Academy of International Business Conference (2012)** “Bundling Cultural Intelligence and Marketing Adaptations to Improve Export Performance” with Stan Westjohn and Srđan Zdravkovic, Washington, D.C.
52. **Academy of International Business Conference (2012)** “Large-Scale Multi-Country Experiential Learning Projects in IB/IM Education: Challenges and Best Practices for Enhancing Teaching and Research” with Vas Taras, Alexander Bode, Douglas Chun, Louise Curran, Susan Forquer Gupta, Josephine Igoe, Peter Magnusson, Riikka Sarala, Anja Maria Schuster, José G. Vargas-Hernández, Norhayati Zakaria, Xavier Ordenana, and Betty Jane Punnett, Washington, D.C.
53. **Academy of International Business Conference (2012)** “A Comparative Analysis of the Effects of Different Forms of Team Diversity on Global Virtual Team Performance” with Vas Taras, Pawel Bryla, Dan V. Caprar, Alfredo Jimenez, and Riikka Sarala Washington, D.C.
54. **Academy of International Business Conference (2011)** “What Happens to Brand Japan When Toyota Suddenly Accelerates?” with Vijay Krishnan, Stan Westjohn, and Srđan Zdravkovic, Nagoya, Japan.
55. **Academy of International Business Conference (2011)** “Should Organizational Culture Mimic or Differentiate from National Culture? A Cross-Cultural Examination of Marketing & Sales Alignment on Firm Performance,” with Rob Peterson, Rick Ridnour, and Stan Westjohn, Nagoya, Japan.
56. **Academy of International Business Conference (2011)** “An Examination of Cultural Distance Asymmetry on Subsidiary Performance,” with Vikas Kumar, Nagoya, Japan.
57. **American Marketing Association Summer Educators’ Conference (2010)** “Effect of Personality Traits on Global and National Identification and Attitude toward the Ad,” with Stan Westjohn and Nitish Singh, Boston, MA.
58. **Academy of International Business Conference (2010)** “Market-Environment Effects on First-Mover Advantages in Emerging Markets,” with Stan Westjohn and Geoff Gordon, Rio de Janeiro, Brazil.
59. **International Marketing Theory Conference: A CIBER Seminar (2010)** “Is There a Country-of-Origin Theory?” with Stan Westjohn, Storrs, CT.
60. **International Marketing Theory Conference: A CIBER Seminar (2010)** “Theory of the Global Consumer,” with Stan Westjohn, Storrs, CT.



61. **Academy of International Business Conference (2009)** “Reports of the Demise of Country-of-Origin Effects Have Been Greatly Exaggerated,” with Stan Westjohn and Srdan Zdravkovic, San Diego, CA.
62. **Academy of Marketing Science – World Marketing Congress (2009)** “The Difference between Brand Origin Knowledge and Brand Origin Perception: An Examination of Country-of-Origin Effects in the LCD TV Industry,” with Stan Westjohn and Srdan Zdravkovic, Oslo, Norway.
63. **Academy of International Business Conference (2008)** “Is Globalization Good or Bad? A Consumer Perspective on the Dual Effects of Globalization,” with Stan Westjohn and Srdan Zdravkovic, Milan, Italy.
64. **American Marketing Association Summer Educators’ Conference (2008)** “Exploring Attitudes toward Globalization and its Effects on International Marketing,” with Stan Westjohn and Srdan Zdravkovic, San Diego, CA.
65. **Academy of International Business Conference (2007)** “Order-of-Entry Effects for Knowledge-Based Service Firms in Emerging Markets,” with Stan Westjohn, and David Boggs, Indianapolis, IN. (*Winner Temple/AIB Best Paper Award, Winner IMR’s award for Best Paper in International Marketing*)
66. **Academy of International Business Conference (2007)** “Culture’s Influence on Consumers Technology Readiness and their Intentions to use Self-Service Technologies,” with Stan Westjohn and Srdan Zdravkovic, Indianapolis, IN.
67. **American Marketing Association Summer Educators’ Conference (2007)** “Does Cause/Brand ‘Fit’ Affect Brand Attitude?” with Srdan Zdravkovic and Sarah Haas, Washington, D.C.
68. **Academy of Marketing Educators Southwest (2007)** “The Concept of Brand Equity: A Review of Empirical Research from 1992 to Present,” with Brian Till, Dan Baack, Srdan Zdravkovic, and Donald E. Baack, San Diego, CA.
69. **Academy of International Business Conference (2006)** “Cultural Distance and International Business: A Meta-Analytic Review,” with Dan Baack, Srdan Zdravkovic, Karin Staub, Beijing, China.
70. **Academy of International Business Conference (2006)** “Targeting Market Orientation Strategy among SMEs: An Exploratory Study of U.S. and Taiwanese Firms,” with Mike Chao and John Spillan, Beijing, China.
71. **American Marketing Association Summer Educators’ Conference (2006)** “A Branding Strategy for Emerging Market Firms Entering Developed Markets,” with Sarah Haas, Chicago, IL.



72. **American Marketing Association Summer Educators' Conference** (2006) "Cause Marketing: Does Cause/Brand 'Fit' Affect Brand Attitude?" with Sarah Haas, Chicago, IL.
73. **Academy of Management Conference** (2006) "Hofstede, House, Trompenaars, and Schwartz: Whose Cultural Distance Matters?" with Rick Wilson, Srdan Zdravkovic, Joyce Zhou, and Stan Westjohn, Atlanta, GA.
74. **Academy of World Business Conference** (2006) "Global Counterfeiting: Political, Legal and Social Trends and Implications," with Lyn Amine, Paris, France.
75. **Society for Marketing Advances** (2005) "Factors of Commitment and Their Correlates in Supply Chain Management," with Taewon Suh and Ik-Whon Kwon, San Antonio, TX.
76. **Academy of International Business Northeast Conference** (2005) "Evaluating Consumers' Indifference to Country-of-Origin Labeling," with Srdan Zdravkovic, Cleveland, OH.
77. **Association for Global Business Conference** (2005) "An Analytical Perspective of the Global Counterfeiting Industry," with Lyn Amine, Miami, FL. (Best Paper Award)
78. **Academy of International Business Conference** (2005) "A Contingency Perspective on the Psychic Distance Paradox in International Trading Relationships," with Brett Boyle, Quebec, Canada.
79. **Academy of International Business Conference** (2005) "Psychic Distance: A Review of Empirical Research from 1988 to 2004," Dan Baack, Srdan Zdravkovic, and Karin Staub, Quebec, Canada.
80. **Academy of Management Conference** (2005) "International Experience and CEO Selection: An Empirical Study," with David Boggs, Honolulu, HI.
81. **Academy of International Business Northeast Conference** (2004) "Why CEO International Experience Leads to Better Firm Performance," with David Boggs, Smithfield, RI.
82. **Academy of International Business Conference** (2004) "The Impact of International Experience on CEO Selection," with David Boggs, Stockholm, Sweden.



Teaching Experience

Semester	Univ	Class Number	Class Name	Evaluation*
Spring 2024	UTRGV	MARK 4350	Marketing Research	4.83
Fall 2023	UTRGV	MARK 4350	Marketing Research	4.83
Spring 2023	UTRGV	MARK 8314	Ph.D. Seminar on Globalization	NA
Spring 2023	UTRGV	MARK 3320	Personal Branding and Communication	3.80**
Spring 2022	UTRGV	MARK 3320	Personal Branding and Communication	4.37**
Spring 2022	UTRGV	MARK 4384	Professional Selling and Sales Management	4.75**
Fall 2021	UTRGV	MARK 3310	International Marketing	4.76
Spring 2021	UA	IBA 550	Global Business (EMBA)	4.70
Spring 2021	UA	IBA 550	Global Business (MBA)	4.50
Spring 2021	UA	IBA 550	Global Business (MBA)	4.56
Fall 2020	UA	IBA 555	International Marketing (MSM)	4.63
Fall 2020	UA	IBA 555	International Marketing (MSM)	4.56
Spring 2020	UA	IBA 550	Global Business (EMBA)	5.00
Spring 2020	UA	IBA 550	Global Business (MBA)	4.53
Spring 2020	UA	IBA 550	Global Business (MBA)	4.41
Fall 2019	UA	IBA 555	International Marketing (MSM)	4.86
Fall 2019	UA	IBA 555	International Marketing (MSM)	4.31
Spring 2019	UA	IBA 550	Global Business (EMBA)	4.45
Spring 2019	UA	IBA 550	Global Business (MBA)	4.26
Spring 2019	UA	IBA 550	Global Business (MBA)	4.31
Fall 2018	UA	IBA 555	International Marketing (MSM)	4.59
Fall 2018	UA	IBA 555	International Marketing (MSM)	4.62
Spring 2018	UA	IBA 550	Global Business (EMBA)	4.33
Spring 2018	UA	IBA 550	Global Business (MBA)	4.93
Spring 2018	UA	IBA 550	Global Business (MBA)	4.63



Peter Magnusson, Ph.D.



Fall 2017	UA	IBA 555	International Marketing (MSM)	4.46
Fall 2017	UA	IBA 555	International Marketing (MSM)	4.33
Spring 2017	UA	IBA 550	Global Business (EMBA)	4.07
Spring 2017	UA	IBA 550	Global Business (MBA)	4.27
Spring 2017	UA	IBA 550	Global Business (MBA)	4.43
Fall 2016	UA	IBA 555	International Marketing (MSM)	4.44
Fall 2016	UA	IBA 555	International Marketing (MSM)	4.76
Spring 2016	UA	IBA 550	Global Business (EMBA)	4.77
Spring 2016	UA	IBA 550	Global Business (MBA)	3.33
Spring 2016	UA	IBA 550	Global Business (MBA)	3.73
Fall 2015	UA	IBA 555	International Marketing (MSM)	3.90
Spring 2015	FIU	MAR 6158	International Marketing (MIB)	4.56
Spring 2015	FIU	MAR 4156	International Marketing	4.69
Fall 2014	FIU	MAR 6158	International Marketing (MIB)	3.61
Fall 2014	FIU	MAR 4156	International Marketing	4.42
Spring 2014	FIU	MAR 6158	International Marketing (MIB)	4.50
Spring 2014	FIU	MAR 4156	International Marketing	4.36
Fall 2013	FIU	MAR 6158	International Marketing (MIB)	3.83
Fall 2013	FIU	MAR 4156	International Marketing	4.13
Spring 2013	FIU	MAR 6158	International Marketing (MIB)	3.63
Spring 2013	FIU	MAR 6158	International Marketing (MIB)	4.75
Fall 2012	FIU	MAR 6158	International Marketing (MIB)	4.38
Fall 2012	FIU	MAR 4156	International Marketing	5.00
Spring 2012	NIU	MKTG 467	Global Marketing Management	4.13
Spring 2012	NIU	MKTG 367	Principles of Global Marketing	4.43
Fall 2011	NIU	MKTG 367	Principles of Global Marketing	4.77
Fall 2011	NIU	MKTG 367	Principles of Global Marketing	4.83
Spring 2011	NIU	MKTG 367	Principles of Global Marketing	4.81
Spring 2011	NIU	MKTG 367	Principles of Global Marketing	4.50
Spring 2011	NIU	MKTG 656	Global Marketing Strategy (MBA)	4.20
Fall 2010	NIU	MKTG 367	Principles of Global Marketing	4.43



Spring 2010	NIU	MKTG 367	Principles of Global Marketing	4.29
Spring 2010	NIU	MKTG 367	Principles of Global Marketing	4.23
Fall 2009	NIU	MKTG 656	Global Marketing Strategy (MBA)	4.44
Fall 2009	NIU	MKTG 367	Principles of Global Marketing	4.22
Fall 2009	NIU	MKTG 367	Principles of Global Marketing	4.17
Spring 2009	NIU	MKTG 367	Principles of Global Marketing	4.70
Spring 2009	NIU	MKTG 367	Principles of Global Marketing	4.26
Fall 2008	NIU	MKTG 367	Principles of Global Marketing	4.45
Fall 2008	NIU	MKTG 367	Principles of Global Marketing	4.11
Spring 2008	NIU	MKTG 367	Principles of Global Marketing	4.77
Spring 2008	NIU	MKTG 367	Principles of Global Marketing	4.50
Fall 2007	NIU	MKTG 367	Principles of Global Marketing	4.24
Fall 2007	NIU	MKTG 367	Principles of Global Marketing	4.19
Spring 2007	SLU	IB 200	Intro. to International Business	4.55
Fall 2006	SLU	MKTG 625	International Marketing (MBA)	4.25
Spring 2006	SLU	IB 200	Intro. to International Business	4.71
Fall 2005	SLU	MKTG 300	Intro. to Marketing Management	4.18

* Student Evaluations (At UTRGV: Average of five evaluation questions; At UA: How would you rate the instructor of this course, 1 = failure – 5 = Excellent; At FIU and NIU: “overall teaching effectiveness,” 1 = Unacceptable – 5 = Excellent)

** Inherited course one month into semester after previous instructor was forced to resign.

Student Feedback

- Best professor at UTRGV. Truly cared about the students and invested in us. (UTRGV student, Spring 2024).
- Learned so much in this course. Got to learn the tools. A fun experience. (UTRGV student, Spring 2024)
- I loved this class by far my favorite class this semester! Professor Magnusson is an excellent lecturer. He taught various systems and really dove into how to conduct proper research from surveys to focus groups, i have definitely added some tools to my marketing tool kit. (UTRGV student, fall 2023)
- Hands down the BEST UTRGV course and Marketing Professor. I did not expect this course to be as successful and useful as it was, but I was proven wrong. I enhanced my



professionalism in all areas and established great friendships. (UTRGV student, fall 2023)

- This course was challenging because our initial professor never communicated or met with us, and she did not post course material until several weeks after the semester began. I know Dr. Magnusson did his best to make good of this situation but it was hard to make up all the missing work once in the late semester, some course work remained without clear instruction, and grading was harsh given the circumstances. However, I am thankful we were able to continue the course. (UTRGV student, spring 2023)
- The experience taking the class with him has taught me a lot about the environment I will be into once I graduate, the knowledge, experience, practices, etc. The class was a great opportunity to go outside, to the real world and learn and put on practice all the things we learn in class. (UTRGV student, spring 2022)
- Great professor! Active instruction! Would take it again! Loved how he would give us an example of what a good assignment was after we submitted something. This allowed us to correct our mistakes, even if the assignment format was not given again. UTRGV better keep him for years to come, many students will benefit from his instruction. (UTRGV student, fall 2021)
- Dr. Peter is a wonderful professor. He is very knowledgeable of international business and navigates difficult conversations that are a part and parcel of global culture with ease and poise. He is great at catalyzing conversation and debate in class and provides great prompts for students to discuss. He has high expectations of his students, as he should. He gave us some very valuable tools that I know will serve me well during my career. He makes his classes very engaging and is hilarious in class. (UA student, spring 2021)
- Dr. Magnusson is a great teacher, very well spoken and makes points land smoothly and clearly. He's intimidating enough that it forces people to care, which is very good. (UA student, spring 2021)
- Professor Magnusson is possibly the best professor I have had in my entire career as a student. He makes everyone get involved and always has really interesting and useful insight. He understands how to teach people in a way that they really retain the information and always gives cool real world examples during class. Would 10/10 take this class every semester if I could. (UA student, fall 2020)
- I loved taking this class with Dr. Magnusson! He was great and I learned so much from him. The best teacher I had all semester! (UA student, fall 2020)
- Dr. Magnusson is a great professor. He is flexible when times are difficult, but rigorous with his expectations. He makes sure you know what to expect, and continues to push our class analysis and discussions to be better and more productive. This was one of my favorite classes in my time in the MBA program. I feel like I have learned a lot, been



pushed to do better, and genuinely enjoyed my time in class (and even on Zoom). Thanks for a great semester! (UA student, spring 2020)

- Dr. Magnusson was by far one of my favorite professors in the entire EMBA program. I loved his class and wish I could take more of his classes. He made his class very interesting and I especially loved how what we learned in his class was applied to a real world experience - and real company in Cambodia. This was a life changing class for me and has made me even more interested in international business. I feel that this class open my eyes globally and I learned things that I didn't know existed. He is not only extremely knowledgeable on the subject matter but was very open to going over material more than once to make sure we understand it. He was accessible outside of class if we needed help. He was incredible on our trip to Seoul and Phenom Penh. He was the only faculty/staff we had with us and he was faced with a lot of challenges while we were there - like the coronavirus. But he did an amazing job adjusting our trip to make sure we were safe. He participated in all of the activities which gave all of the students a chance to see a personal side of him which was awesome! You can tell he really loves teaching about international business and that passes on to his students. He opens his students' eyes to look at the whole world and not just focus on your immediate surroundings. Great professor! Highly recommend him! (UA student, spring 2020)
- I learned the most out of any of my classes in this course. It was a lot of material, but we utilized it within the different cases. I truly acquired skills in this course. The course was challenging and frustrating, but I am confident that I am a better student because of this class and because of professor Magnusson. (UA student, fall 2019)
- Peter Magnusson is fantastic. He is the perfect example of a teacher who really pushes you to really learn the material and benefit from the course. Nothing about this class was "easy" and the A I plan to earn will be anything but that but I genuinely loved this course and never dreaded coming to class. (UA student, fall 2019)
- Dr. Magnusson is an excellent professor and does a good job of working with students outside of class. He is clearly passionate and knowledgeable about international business and always came to class prepared. (UA student, spring 2019)
- I loved Dr. Magnusson. This course was a valuable learning experience and he really wanted each student to succeed. (UA student, spring 2019)
- I loved your class, and I felt like the challenges/standard of students should be applied to every class in the program. Your class is one of the few that I felt like I am learning a new useful skill here at the University! (UA student, fall 2018)
- This has easily been the best class I have ever taken and I feel as if I will use the lessons you have taught me both inside and outside of my future career. Your class also brought our program so much closer with every presentation, X-culture and the cases. I can truly



say I walked out of each class having learned something new and with a few laughs. Thank you for making this semester both challenging and fun. (UA student, fall 2018)

- Dr. Magnusson was an excellent teacher. He made the class interesting & relevant, & I truly felt like I learned a great deal from the course. I would unquestionably recommend him to my peers. (UA student, spring 2018)
- Dr. Magnusson was my favorite professor throughout the MBA program. I really enjoy his communication style and feel like he does his best to keep everyone interested in the course content. (UA student, spring 2018)
- Keep doing what you're doing! The delivery and teaching method are really good and I like the way you bring us into the world of case analysis which is a real deal once you get out of school. Getting people to talk, think and share in class are well facilitated. I have noticed students who are silent in other classes speak up in this class which means the lecture is interesting and interactive. (UA student, fall 2017)
- Peter is a great professor. He brings the perfect amount of humor, rigor, and high expectations. He really pushes his students to higher levels of thinking and to look at things from others' perspectives. I think every student in the university should take a class from Peter. (UA student, spring 2017)
- Dr. Magnusson is by far the most informative professor I have ever had. His knowledge of the course subject matter is beyond that of any professor of any course that I have ever taken. He easily explains very complicated topics in a way that is easily digested by students. He is very effective in engaging the class and using that engagement to make the class fun and interesting. Additionally, Dr. Magnusson was always clear and consistent in his grading requirements and open to questions about grading (or anything else for that matter). Beyond just educating students on global marketing, he inspires students to think critically and globally. Overall, Dr. Magnusson is THE MOST effective professor I have ever had the pleasure of learning from. (UA student, fall 2016)
- Initially, I thought I was going to hate this course. I had little interest in global business and did not care to learn. However, I quickly changed my opinion. Dr. Magnusson not only taught about global marketing, but explained the core concepts in marketing. This gave me a better understanding of marketing as a whole, with the added benefit of how to apply these concepts globally. Amazing course! (UA student, fall 2016)
- Peter Magnusson is great at encouraging class participation and thought provoking discussions. I thoroughly enjoyed his teach style and feel I learned more in this class than any other class in the MBA program. (UA student, spring 2016)
- Dr. Magnusson was an amazing teacher. I learned more in his class than I did in any other class this semester; especially skills that will be applied to the work force. His



Peter Magnusson, Ph.D.



course was more valuable than GBA 490. I personally wish there was an IBA specialization. (UA student, fall 2015)

- “It has been an honor and a pleasure to be your student. The material taught in class and your methods of teaching it is very effective and should serve as an example to all professors.” (FIU student, fall 2014)
- “This professor needs a bonus, I wish he could teach my other business/ marketing courses.” (FIU student, fall 2014)
- Simply one of the best professors I've had in my whole university experience. (FIU student, spring 2015)
- “Professor Magnusson is a great professor. He is very knowledgeable, engaging, and able to keep your attention. I'd recommend him to any student.”
- “Thanks for such a great semester Dr. Magnusson! You have been an awesome teacher.”
- Dr. Peter Magnusson’s guidance and teaching not only opened my eyes to a whole world that I had been missing, but he changed my perspective on life and how to live it. He has inspired me to learn as much as I can and to give back as much as I can. Dr. Magnusson is truly an amazing instructor and mentor and an asset to the NIU College of Business. I am very glad that I had the opportunity to have him as my professor; I know that my life is better having known him.” (Amanda Highley, B.S. Marketing, Northern Illinois University, December, 2010 in nomination letter for “Faculty Member who had a Significant Impact” Award).



Ph.D. Student Supervision

1. Khondoker Hossain, 2024
2. Hyeyoon Jung, 2021, Placement: UT Chattanooga, Dissertation Chair.
 - Dissertation proposal received honorable mention award in 2020 ACR/Sheth Foundation annual dissertation competition.
3. Anne-Marie Zwerg, 2020, Universidad EAFIT, Colombia, dissertation jury.
4. Yi Peng, 2020, Placement: Tennessee Tech University, Dissertation Member.

Study Abroad Leadership Experience

1. University of Alabama Executive MBA – South Korea and Cambodia, spring 2020.
2. University of Alabama Executive MBA – South Africa and Botswana, spring 2019.
3. University of Alabama Executive MBA – Peru and Ecuador, spring 2018.
4. University of Alabama Executive MBA – Vietnam and Singapore, spring 2017.
5. University of Alabama Executive MBA – Morocco and Spain, spring 2016.
6. Northern Illinois University International Business Seminars – Rome, Florence, Innsbruck, Munich, Lausanne, Paris, and London, summer 2010.
7. Northern Illinois University International Business Seminars – Rome, Florence, Innsbruck, Munich, Lausanne, Paris, and London, summer 2008.

Professional Academic Service

Editorial Roles

1. Associate Editor – *Journal of International Marketing* (2019 to present).
2. Consulting Editor – *Journal of International Management* (2022 to present).
3. Special Issue Editor – *International Marketing Review* – The Interface between Global Supply Chain and International Marketing (2015-2016)
4. Special Issue Editor – *International Marketing Review* – Country of Origin Revisited (2014-2015)



Conference Organizing Committee

1. Conference Co-Chair – AMA Global Marketing Conference in Verona, Italy, May 2024.
2. International Marketing Track Chair – AIB Conference in Warsaw, Poland, July 2023.
3. Academic Program Chair – AMA Global Marketing Conference in Santiago, Chile, May 2023.
4. Doctoral Consortium Chair – AMA Global Marketing SIG Conference in Chania, Greece, May 2022.
5. Doctoral Consortium Chair – AMA Global Marketing SIG Conference in Taormina, Italy, October 2021.
6. Junior Faculty Consortium Chair, Academy of International Business – SE, virtual, October 2020.
7. Track Chair, International Consumer Research, Academy of International Business, Miami, FL, 2020.
8. Doctoral Consortium Chair – AMA Global Marketing SIG – Special interest conference in Taormina, Sicily, Italy, May 2020. Conference canceled.
9. Doctoral Consortium Chair – AMA Global Marketing SIG – Special interest conference in Buenos Aires, Argentina, May 2019.
10. Doctoral Consortium Chair – AMA Global Marketing SIG – Special interest conference in Santorini, Greece, May 2018.
11. Track Chair, International Marketing, Academy of International Business, Minneapolis, MN, 2018.
12. AMA Global Marketing SIG – Lead conference organizer, inaugural special interest conference in Havana, Cuba, April, 2017.
13. Immediate Past Chair – Academy of International Business – Southeast USA, Annual Conference, November 2016, Tampa-Cozumel-Tampa.
14. Junior Faculty Consortium Chair – Academy of International Business - Southeast, Annual Conference, November 2015, Savannah, Ga.
15. Chapter Chair – Academy of International Business – Southeast, Annual conference, November 2015, Savannah, Ga.



16. Conference Chair – Academy of International Business – Southeast, Annual conference, October 2014, Miami, Fl.
17. Program Chair – Academy of International Business – Southeast, Annual conference, October 2013, Atlanta, Ga.
18. Track Chair (Global and Cross-Cultural Marketing – American Marketing Association Summer Educators Meeting, August 2013, Boston, Ma.

Editorial Review Board Membership

1. Editorial Review Board Member – Journal of International Business Studies (2016 to present)
2. Editorial Review Board Member – Journal of International Marketing (2010 to 2019)
3. Editorial Review Board Member – International Marketing Review (2013 to present)
4. Editorial Review Board Member – Global Strategy Journal (2018 to present)
5. Editorial Review Board Member – Journal of Marketing Channels (2008 to 2024)
6. Editorial Review Board Member – Journal of World Business (2010-2011)

Ad-Hoc Journal Reviewing

1. International Business Review (2009 to present)
2. Journal of International Management (2013-2022)
3. Management International Review (2013 to present)
4. Thunderbird International Business Review (2008 to present)
5. Journal of Business Research (2007 to present)
6. Hong Kong Research Grants Council (2016 to 2022)

Conference Reviewing

1. Academy of International Business Conference (2004 to present)
2. American Marketing Association Conference (2008 to present)
3. Academy of Management Conference (2005-2009)
4. Academy of International Business Regional Conferences (2004 to present)
5. Academy of Marketing Science, (2009-2010)

Professional Association Memberships

1. Academy of International Business
2. American Marketing Association
3. Academy of Management
4. Academy of Marketing Science
5. Phi Beta Delta International Honor Society



Academy of International Business Strategic Planning Team

One of twenty scholars selected to participate in AIB's first ever strategic planning process in Nagoya, Japan, 2011.

Service to Academic Community

1. Board Member – AMA Global Marketing SIG, 2015 to present.
2. Board Member – AIB-SE, 2013-2016 (Academic Program Chair, Chapter Chair, Immediate Past Chair)
3. Board Member – X-Culture, 2013 to present

Service to Community At-Large

1. Better Business Bureau of South Texas, 2021 to present.
2. Mission Chamber of Commerce Economic Resilience, Innovation, and Training, 2022.
3. Board Member (Treasurer) – Swedish School of Fort Lauderdale, 2014-2015
4. Board Member – Kishwaukee YMCA, DeKalb, IL, 2012

Other Presentations

1. An Interactive Marketing Workshop, Mission Chamber of Commerce Economic Resilience and Innovation Project, November 2021, March 2022, and June 2022.
2. How Does Decision-Maker Personality Influence Entry Mode Decisions? Paper presented at HEC Montreal, February, 2016.
3. The Perception of Country of Origin in International Marketing, Lifelong Learning Institute, DeKalb, IL, January 31, 2012.
4. Business is Global. Are YOU Ready? Psi Gamma Epsilon Regional Conference, DeKalb, IL, November 7, 2010.
5. Culture and International Marketing! *Northern Illinois University ArtLab*, October 23, 2009
6. The Persistence of Cultural Values: Cultural Spikes in a Flat World! *Rockford Chapter of the National Contract Management Association*, March 18, 2009.



7. The World is Flattening, But Still Pretty Bumpy! *Rockford Area Economic Development Council*, October 29, 2008.

Consulting Experiences

1. **AXIOS Warrior Academy**, Mission, TX.
2. **Soles4Souls**, Nashville, TN.
3. **Louis Vuitton** Latin America, Miami, FL.
4. **Jost Chemical**, Saint Louis, MO.
 - Customer Performance Evaluation and Benchmarking
5. **OTR Global**, Sycamore, IL, San Francisco, CA, and New York, NY
 - Research methods evaluation and development
6. **Findus**, Bjuv, Sweden.
 - Intermittent assistance with the development of B2B strategy

Languages

1. English
2. Swedish (Native)
3. Spanish (Learning enthusiastically, but still not very good)
4. German (Used to be decent, but fading quickly)



References

Academic References

Employer References

[Kelly Hewett](#)

Reagan Professor of Marketing
Former Editor, *Journal of International Marketing*
University of Tennessee
(865) 974-1656
khewett@utk.edu

[Costas Katsikeas](#)

Arnold Ziff Research Chair in Marketing and International Management
Former Editor, *Journal of International Marketing*
University of Leeds
+44 (0)113 343 2624
csk@lubs.leeds.ac.uk

[David A. Griffith](#)

Hallie Vanderhider Chair in Business
Former Editor, *Journal of International Marketing*
Texas A&M University
(979) 845-7257
dgriffith@mays.tamu.edu

[David Mothersbaugh](#)

Associate Dean
Professor of Marketing and Cassell Faculty Fellow
University of Alabama
(205) 394-2871
dmothers@cba.ua.edu

[Anthony Miyazaki](#)

Chair, Department of Marketing
Professor of Marketing and Knight Ridder Research Professor
Florida International University
(305) 348-3330
miyazaki@fiu.edu

[Geoff Gordon](#)

Emeritus Professor
Former Chair, Department of Marketing
Northern Illinois University
(815) 753-6226
glgskg0291@gmail.com