

Dr. Julie T. Johnson-Busbin

Western Carolina University
School of Marketing, Entrepreneurship, Sport Management, and Hospitality and Tourism Management
(828) 227-3991
Email: jjohnson@email.wcu.edu

Education

Ph D, Georgia State University, 1996.
Major: Marketing

BSBA, Southeastern Louisiana University, 1996.
Major: Marketing

MS, Georgia State University, 1996.
Major: Marketing

Academic, Government, Military, and Professional Positions

Academic

Full Professor, Western Carolina University. (August 1, 2007 - Present).

Professional Memberships

American Marketing Association Sales Special Interest Group. (1997 - Present).

TEACHING

Teaching Experience

Western Carolina University

MKT 195, Facebook Generation Mkt, 3 courses.
MKT 206, Professional Selling, 29 courses.
MKT 306, Introduction to Professional Selling, 2 courses.
MKT 310, Consultative Selling, 1 course.
MKT 482, Independent Study, 1 course.
MKT 483, Internship in Marketing, 1 course.

Awards and Honors

Faculty Member of the Year Award, Student Government Association, Teaching, University. (April 2019).

Board of Governor's Award for Teaching Excellence, North Carolina Board of Governors, Teaching, State. (April 2017).

College of Business Creative and Innovative Teaching Award, Teaching, College. (April 2016).

Nominated for the 2015-2016 Board of Governors Award for Excellence in Teaching, Teaching, University. (October 2015).

First Year Experience (FYE) Advocate, FYE, Teaching. (April 2015).

RESEARCH

Published Intellectual Contributions

Journal Articles

- Busbin, J., DeConinck, J., & Johnson-Busbin, J. The Increasing Value of Intellectual Capital (IC) and the Increasing Competitive Risk Exposure to IC Expropriation. *To appear in Journal of Competitiveness Studies, Upcoming issue*(Upcoming issue), Upcoming issue. 81 Mountain View Terrace Road
- DeConinck, J., Johnson-Busbin, J., DeConinck, M. B., & Busbin, J. (2019). The Influence of Job Embeddedness on Turnover Intentions Among Advertising Managers. *Archives of Business Research*, 7(1), 137-146. <http://scholarpublishing.org/index.php/ABR/index>
- Busbin, J. W., DeConinck, J., & Johnson-Busbin, J. (2018). Strategic Implications of Intellectual Capital's Increased Contribution to Market Value. *Competition Forum*, 16(1), 105-108.
- Johnson-Busbin, J., Boles, J. S., Rutherford, B., & Barksdale, Jr, H. C. (2017). Geographic Scope Effects on Buyer Satisfaction and Defection. *GSTF Journal on Business Review*, 5(1), 71-75.
- Johnson-Busbin, J., Busbin, J., Boles, J. S., & Barksdale, Jr., H. C. (2015). Interfirm Structure and Buyer-Salesperson Behavior Impact on Relationship Outcome. *Global Science and Technology Forum Business Review*, 4(1).

Other

- Boles, J., deCassia de Faria Pereira, R., Vieira, V., Johnson-Busbin, J., & Barksdale, Jr., H. (2018). *The Role of Cooperative Norms in Maintaining Business Relationships* (ed.). Proceedings of American Marketing Association.
- Pereira, R., Boles, J., Vieira, V., Johnson-Busbin, J., & Barksdale, Jr., H. (2018). *Unpacking the Account Executive Performance: Antecedents and Relational Outcomes* (vol. Summer 2018). Academy of Marketing Science.
- Johnson-Busbin, J., Boles, J. S., de Cassia De Fariaria Pereira, R., Vieira, V. A., & Barksdale, Jr, H. C. (2017). *Salesperson Performance and Commitment and Buyer Relational Behaviors as Antecedents of Buyer's Desire for Business Relationship with Suppliers* (ed.). Academy of Marketing Science.
- Johnson-Busbin, J. (2016). *Centiment: Raising Money for Non-Profits*.
- Johnson-Busbin, J., & Busbin, J. (2015). *Haywood Pathways Center \$50,000 Guaranteed Rate Ultimate Neighborhood Giveback Challenge Winner*.

Contracts, Grants and Sponsored Research

Grant

- Johnson-Busbin, J., Busbin, J., Grant, "Haywood Pathways Center \$50,000 Guaranteed Rate Ultimate Neighborhood Giveback Challenge Winner", Guaranteed Rate, International, \$50,000.00, Funded. (sub: September 2014, start: May 2015, end: October 2015).

Intellectual Contributions in Submission

Journal Articles

Boles, J. S., Vieira, V. A., de Cassia f Pereira, R., & Johnson-Busbin, J. The Mediating Role of Cooperative Norms in Maintaining Business Relationships. *Journal of Business and Industrial Marketing*.

Other Research/Scholarly Activity

"Interfirm Structure and Buyer Salesperson Behavior" (Writing Results).

SERVICE

University Service

Committee Member, College of Business Collegial Review Committee. (August 2018 - May 2020).

Committee Member, Departmental Collegial Review Committee. (August 2018 - May 2020).

Committee Member, Search Committee for Provost and Vice Chancellor. (January 2020 - April 2020).

Committee Member, Search Committee Tenure Track Marketing Position. (October 2019 - February 2020).

Mentor, Board of Governors' Teaching Award Committee. (August 2019 - February 2020).

Guest Speaker, Theta Xi Fraternity Presentation. (August 2019 - October 2019).

Committee Chair, Board of Governors' Teaching Award Committee. (August 2018 - May 2019).

Committee Member, COB Scholarship and Awards Committee. (August 2018 - May 2019).

Committee Member, Liberal Studies Committee. (August 2016 - May 2019).

Committee Member, Board of Governors' Teaching Award Committee. (August 2017 - May 2018).

Chairperson, First Year Seminar Assessment Team. (October 2016 - October 2017).

Committee Member, COB Scholarship and Awards Committee. (January 2014 - May 2017).

College of Business Collegial Review Committee. (August 2012 - May 2017).

Committee Member, WCU University Scholarship and Awards Committee. (January 15, 2016 - April 15, 2017).

Committee Member, Departmental CRC Committee. (August 2012 - May 2016).

Session Chair, Reader's Roundtable Facilitator. (January 2016 - February 2016).

Coordinator, Marketing Discipline Coordinator. (August 2014 - May 2015).

Faculty Advisor, Whee Believe Faculty Advisor. (August 2013 - May 2015).

Committee Member, Post Tenure Review Appeals Committee. (August 2012 - May 2015).

Discussant, School Director Search Committee. (April 1, 2015 - May 15, 2015).

Professional Service

Committee Member, RNMKRS Faculty Alliance. (August 2019 - January 2020).

Public Service

Advisor, Centiment: Raising Money for Non-Profit Organizations, San Francisco, CA. (July 2015 - June 2016).

School Service

"Member of the Board of Directors for The Catamount School", 8 services, No, Individual District(s), Jackson (500) (The Catamount School), 60 B-12 students served, 100 parents served, 6 teachers served, 1 administrators served. (July 2017 - May 2019).

"Parent Teacher Association President", 30 services, No, Individual District(s), Jackson (500) (Jackson County Early College), 160 B-12 students served, 80 parents served. (August 2015 - June 2016).

"Internet and Cell Phone Use in Marketing", 1 services, No, Individual District(s), Swain (870) (Mountain Discovery Charter School), 20 B-12 students served, 1 teachers served. (February 2014 - April 2015).

Awards and Honors

Service, Community

2019-2020 - North Carolina Campus Compact Community Partner Award, North Carolina Campus Compact, Service, Community, State. (January 2020).