

**DANA L. ALDEN**

William R. Johnson, Jr. Distinguished Professor  
Professor of Marketing  
Chair, Department of Marketing  
Shidler College of Business  
University of Hawai`i  
(808) 956-8565 / dalden@hawaii.edu

**ACADEMIC TRAINING**

1990      Ph.D. (International Business and Marketing)  
            University of Texas at Austin

1984      M.B.A  
            University of Hawai`i at Manoa / With Honors

1977      M.A. (Public Affairs)  
            UC Santa Barbara / With Honors

1973      B.A. (Environmental Studies)  
            UC Berkeley / Honor Student

**TEACHING INTERESTS**

Marketing Research  
Cross-Cultural Consumer Psychology  
Healthcare Services Marketing  
Sustainable Marketing

**RESEARCH INTERESTS**

Global versus local consumer cultures

Cross-cultural aspects of consumer psychology

Healthcare services decision making theory and applications

## **INSTRUCTIONAL EXPERIENCE**

Sustainable Marketing

Marketing Research

Marketing Communications

International Marketing

MBA Marketing Management

MBA Marketing Management

Executive MBA Marketing Management

Vietnam Executive MBA Marketing Management

Vietnam Executive MBA Business Statistics

Health-focused Executive MBA Marketing Management

## **EXTRAMURAL RESEARCH GRANTS**

2011 - \$60,000 Grant from the Keck Foundation  
Project: Patient-Physician Decision-Making and Culture

2005 - \$60,000 Grant from the HMSA Foundation  
Project: Reducing Inappropriate Antibiotic Prescriptions  
in Multi-Ethnic Environments

2002 - \$6,500 Grant from the Hawai'i Community Foundation  
Project: Adolescent Reproductive Healthcare  
Models of Satisfaction

## **ACADEMIC AWARDS**

Dennis Ching Teaching Award 2018  
Shidler College of Business

Professor of the Semester Award 2017  
BBA Major/Elective Course

Award for Outstanding Short Course  
Society for Medical Decision Making, 2014

Shirley M. Lee Research Award  
Shidler College of Business, 2013

Excellence in Global Marketing Research Award  
American Marketing Association, 2007

Lead Author, Best Paper of the Year Finalist,  
*International Journal of Research in Marketing*, 2006

UH CBA Senior Researcher of the Year Award - 2006

UH CBA Teaching Excellence Award - 2000

Dennis Ching Teaching Excellence Award - 1998

Kaizen Award for Quality Enhancement - UH CBA - 1998

Outstanding Theory Paper - Innovations in Social Marketing Conference - 1998

UH CBA Teaching Excellence Award - 1993

Outstanding Ad Hoc Reviewer of the Year - 1992  
*Journal of the Academy of Marketing Science*

## **HEALTH CARE EXECUTIVE TEACHING EXPERIENCE**

Intercultural Health Care Management Program, 1997 - 2019

Japanese Health Care Management Seminars  
Honolulu, Tokyo, Nagoya and Kobe, 2014-2016

Hawaii' Pacific Health Program, UH CBA, 2003-2004

Taipei Physician Social Marketing Course, Johns Hopkins/UH CBA, 2002

Social Marketing, Hanoi School of Public Health, 1997/1999

Johns Hopkins/UH Winter Institute, APCED, 1999

Physician Leadership Development Program, APCED, 1996, 1997

## HEALTH CARE MANAGEMENT CONSULTING

Improving the Reproductive Healthcare Capacity of the  
Communal Health Centers in Khanh Hoa and Da Nang, Vietnam  
Marie Stopes International, Vietnam

Branding HIV/AIDS Health Clinics Targeting Sex Workers in Bangladesh  
Howard-Delafield International

Instituting the Marketing Function  
The Queen's Medical Center

## JOURNAL PUBLICATIONS

*Google Scholar Citations: 9,287 as of August, 2021*

Li, Kevin S., Christopher S. Saigal, Mega D. Tendel, Lorna Kwan, Moria Inkeles, Dana L. Alden, Stanley K. Frencher, Kiran Gollapudi, Jeremy Blumberg, Jamal Nabhani, and Jonathon Bergman, "Differences in implementation Outcomes of a Shared Decision-Making Program for Men with Prostate Cancer between an Academic Medical Center and Country Health Care System," *Medical Decision Making*, forthcoming.

Friend, John and Dana L. Alden (2021), "Improving Patient Preparedness and Confidence in Discussing Advance Directives for End-of-Life Care with Healthcare Providers in the United States and Japan," *Medical Decision Making*, 41 (1), 60-73.

Dolan, Hankiz, Dana L. Alden, John M. Friend, Ping Yein Lee, Yew Kong Lee, Chirk Jenn Ng, Katijah Lim Abdullah, and Lyndal Trevina (2019), "Culture, Self, and Medical Decision Making in Australia and China," *Medical Decision Making Policy & Practice*, 4(2 July), 1-14.

He, Yi; Ilyoung Ju, Qimei Chen, Dana L. Alden, Hong Zhu, Kaiyuan Xi (2019), "Managing negative word-of-mouth: The interplay between locus of causality and social presence," *Journal of Services Marketing*, 34(2), 137-148.

Alden, Dana L., John Friend, Liana Frankel, and Maria Jibaja-Weiss (2018), "The Effects of Culturally Targeted Patient Decision Aids on Medical Consultation Preparation for Hispanic Women in the U.S.: Results from Four Randomized Experiments," *Social Science & Medicine*, 212 (September), 17-25.

Alden, Dana L., John Friend, Ping Yein Lee, Yew Kong Lee, Lyndal Trevena, Chirk Jenn Ng, Sorapop Kiatpongson, Khatijah Lim Abdullah, Miho Tanaka, Supanida Limpongsanurak (2018), "Who Decides – Me or We? Family Involvement in Medical Decision Making in Eastern and Western Countries," *Medical Decision Making*, 38(1), 14-25.

- Yi He, Miao Hu, Qimei Chen, Dana L. Alden, and Wei He (2017), “No Man is an Island: The Effect of Social Presence on Negative Word of Mouth Intention,” *Customer Needs and Solutions*, 4(December), 56-67.
- Hamilton, Jada G., Sarah E. Lillie, Dana L. Alden, Dana L., Laura Scherer, Mega Oser, Christine Rini, Miho Tanaka, John Baleix, Mikki Lee Brewster, Simon Craddock Lee, Mary K. Goldstein, Robert Jacobsen, Ronald E. Myers, Brian J. Zikmund-Fisher, and Erica A. Waters (2017). “What is a good medical decision? A research agenda guided by perspectives from multiple stakeholders,” *Journal of Behavioral Medicine*, 40(1), 52-68.
- Alden, Dana L., Kelley, James B., Chen, Qimei, Youn, James B. (2016). “Understanding Consumer Motivations to Interact on Brand Websites in the International Marketplace: Evidence from the U.S., China, and South Korea,” *Journal of Business Research*, 69(12), 5909–5916.
- He, Yi, Qimei Chen, Dana L. Alden (2016), “Time Will Tell: Managing Post-Purchase Changes in Brand Attitude,” *Journal of the Academy of Marketing Science*, 44(6), 791-805.
- Kelley, James B. and Dana L. Alden (2016), “Online Brand Community: Through the Eyes of Self-Determination Theory,” *Internet Research*, 26(4), 790-808.
- Alden Dana L., John Friend, Angela Lee, Marieke De Vries, Ryosuke Osawa, and Qimei Chen (2015) “Culture and Medical Decision Making: Health Care Consumer Perspectives in Japan and the U.S.,” *Health Psychology*, 34(12), 1133-1144.
- Alden, Dana L. (2014), “Decision Aid Influences on Factors Associated with Patient Empowerment Prior to a Cancer Treatment Decision Making,” *Medical Decision Making*, 34 (7), 884-898.
- Alden, Dana L., John Friend, Marilyn Schapira, and Anne Stigglebout (2014), “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* (105 March), 1-8.
- Chen, Qimei, Yi He, Dana L. Alden (2014), “Social Presence in Service Failure: Why It Might not be a Bad Thing,” *Customer Needs and Solutions*, 1(4), 288-297.
- Alden, Dana L., John Friend and Maria Chun (2013), “Shared Decision Making and Patient / Decision Aids: Knowledge, Attitudes, and Practices Among Hawai‘i Physicians,” *Hawaii Journal of Medicine and Public Health*, 72(11): 396–400.

- Alden, Dana L., James B. Kelley, Petra Riefler, Julie A. Lee, and Geoffrey N. Soutar (2013), "The Effect of Global Company Animosity on Global Brand Attitudes in Emerging and Developed Markets: Does Perceived Value Matter?", *Journal of International Marketing*, 21 (2), 17-38.
- Alden, Dana L., Miwa Yamasaki Merz and Jun Akashi (2012), "Young Adult Preferences for Physician Decision-Making," *Asia-Pacific Journal of Public Health*, 24(1), 173-184.
- He, Yi, Qimei Chen and Dana L. Alden (2012), "Consumption in the Public Eye: The Influence of Social Presence on Service Experience," *Journal of Business Research*, 65(3), 302-310.
- He, Yi, Qimei Chen and Dana L. Alden (2012), "Social Presence and Service Satisfaction: The Moderating Role of Culture Value-Orientations," *Journal of Consumer Behavior*, 11(2), 170-176.
- Alden, Dana L., Miwa Yamazaki Merz and Le Minh Thi (2010), "Patient Decision-Making Preference and Physician Decision-Making Style for Contraceptive Method Choice in an Asian Culture: Does Concordance Matter?", *Health Communication*, 25(8), 718-726.
- Alden, Dana L., Yi He and Qimei Chen (2010), "Service Recommendations and Customer Evaluations in the International Marketplace: Cultural and Situational Contingencies," *Journal of Business Research*, 63(1), 38-44.
- Alden, Dana L. Alan Tice and John Berthiaume, (2010) "Impact of Cold Pack Intervention versus Education in Improving Appropriate Antibiotic Use: A Field Study," *Hawaii Medical Journal* 69(11), 260-263. (70% first author contribution)
- Chen, Qimei., He, Yi, & Alden, Dana L. (2010). The boomerang effect of self-referencing in negative health message communication. *Journal of the Academy of Business & Economics*, 10(2), 81-90.
- Anh Ngo, Dana L. Alden, Van Pham, and Ha Phan (2010), "The Impact of Social Franchising on the Use of Reproductive Health and Family Planning Services at Public Commune Health Stations in Vietnam," *BMC Health Services Research*, 10 (February), Article 54.
- Akaka, Melissa Archpru and Dana L. Alden (2010), "Global Brand Positioning and Perceptions: International Advertising and Global Consumer Culture," *International Journal of Advertising*, 29(1), 37-56.
- Alden, Dana L. and Qimei Chen (2009), "Adolescent Satisfaction with Reproductive Health Care Services: The Role of Negative Emotions," *Journal of Applied Social Psychology*, 39(9), 2023-2044.

- Ahn, D. Ngo, Dana L. Alden, Hang Nguyen and Nhuan Dinh (2009), "Developing and Launching the Government Social Franchise Model of Reproductive Healthcare Service Delivery in Vietnam," *Social Marketing Quarterly*, 15(1), 71-89.
- He, Yi, Michael Merz and Dana L. Alden (2008), "Diffusion of Measurement Invariance Assessment in International Marketing: Perspectives from the Literature and a Survey of Researchers," *Journal of International Marketing*, 16(2), 64-83.
- Merz, Michael, Yi He and Dana L. Alden (2008), "A Categorization Approach to Analyzing the Global Consumer Culture Debate," *International Marketing Review*, 25(2), 166-182.
- Polyorot, Kawpong, Dana L. Alden and Eugene Kim (2007), "Narrative versus Factual Ad Copy Effects on Recall and Brand Attitude: The Mediating Role of Message Involvement," *Psychology and Marketing*, 24(6 June), 539-554.
- Alden, Dana L., J.B. Steenkamp and Rajeev Batra (2006), "Consumer Attitudes toward Marketing Globalization: Antecedent, Consequent and Structural Factors," *International Journal of Research in Marketing*, 23, 227-239.
- Alden, Dana L., Alan Tice, and John Berthiaume (2006), "Ethnicity, Antibiotics and Patient-Physician Interactions: Towards an Effective Intervention," *Ethnicity and Disease*, 16(Winter), 268-274.
- Polyorot, Kawpong and Dana L. Alden (2005), "The Effects of Culture and Individual Difference on the Persuasiveness of Comparative Ads," *Journal of Advertising*, 34 (1), 37-48.
- Alden, Dana L., Julieta Dela Cruz and Pongsa Viboonsanti (2004), "Influences on Client Loyalty to Reproductive Healthcare Clinics in the Philippines and Thailand," *Asia-Pacific Population Journal*, 19(4 December), 9-24.
- Alden, Dana L., Do Mai Hoa and Bhawuk Dharm (2004), "Client satisfaction with reproductive health care quality: Integrating business approaches to modeling and measurement," *Social Science and Medicine*, 59 (December), 2219-2232
- Steenkamp, J.B., Rajeev Batra and Dana L. Alden (2003), "How Perceived Brand Globalness Creates Brand Value," *Journal of International Business Studies*, 34(1), 53-65.
- Alden, Dana L., Ashesh Mukerjee and Wayne D. Hoyer (2000), "The Effects of Incongruity, Surprise and Positive Moderators on Perceived Humor in Advertising," *Journal of Advertising*, (2 Summer), 1-15.
- Alden, Dana L. and Alan Cheung (2000), "Organ Donation and Ethnicity: A Subcultural Comparison," *Journal of Applied Social Psychology*, 30(2), 293-314.

- Batra, Rajeev, Venkatram Ramaswamy, Dana L. Alden, J.B. Steenkamp and S. Ramachander (2000), "Effects of Brand Local/Non-Local Origin on Consumer Attitudes," *Journal of Consumer Psychology*, 9(2), 83-95.
- Huff, Lenard and Dana L. Alden " (2000),"A Model of Managerial Response to Sales Promotions: A Four Country Analysis," *Journal of Global Marketing*, 13(3), 7-28.
- Alden, Dana L., Ashesh Mukherjee and Wayne D. Hoyer (2000), "Extending a Contrast Resolution Model of Humor in Television Advertising: The Role of Surprise," *HUMOR: International Journal of Humor Research*, 13(2), 193-217.
- Alden, Dana L., J.B. Steenkamp and Rajeev Batra (1999), "Brand Positioning Through Advertising in Asia, North America and Europe: The Role of Global Consumer Culture," *Journal of Marketing*, 63(January), 75-83.
- Huff, Lenard, Dana L. Alden and Brian Tietje (1999) "Managing Consumer Sales Promotions: Factors that Impact Use of Price and Non-Price Promotional Tools," *Journal of Promotion Management* , 5(1), 77-89.
- Cheung, Alan HS, Dana L. Alden, and Mary S. Wheeler (1999), "Cultural attitudes of Asian-Americans Toward Death Adversely Impact Organ Donation," *Transplantation Proceedings*, 30(7), 3609-3610. 9 citations, SSCI. (note: this is journal not conference proceedings)
- Alden Dana L. and Brian Tietje (1998), "Social Marketing and Sales Promotion: A Test of Emerging Theory for "Maintenance Stage" Consumers," *Social Marketing Quarterly*, 4(4 Summer), 83-92.
- Huff, Lenard and Dana L. Alden (1998), "An Investigation of Consumer Response to Sales Promotion in Developing Markets: A Three-Country Analysis," *Journal of Advertising Research*, 38 (3 May-June), 47-57.
- Alden, Dana L. and Drew Martin (1995), "Humorous Advertising in Japan and the United States: A Cross-Cultural Comparison," *Journal of Global Marketing*, 9(1), 121-142.
- Alden, Dana L., Wayne D. Hoyer, Chol Lee and Guntalee Wechasara (1995), "The Use of Humor in Asian and Western Television Advertising: A Four Country Comparison," *Journal of Asia Pacific Business*, 1 (2), 3-23.
- Alden, Dana L. and Ayn Crowley (1995), "Improving the Effectiveness of Condom Advertising: A Research Note," *Health Marketing Quarterly*, 12 (4), 25-38.
- Alden, Dana L. and Ayn Crowley (1995), "Sex Guilt and Receptivity to Condom Advertising," *Journal of Applied Social Psychology*, 25 (16), 1446.



- Alden, Dana L., Douglas M. Stayman and Wayne D. Hoyer (1994), "The Evaluation Strategies of American & Thai Consumers: A Cross-Cultural Comparison," *Psychology and Marketing*, 11 (2 March), 145-162.
- Alden, Dana L., Wayne D. Hoyer and Chol Lee (1993), "Identifying Global and Culture-Specific Dimensions of Humor in Advertising: A Multinational Analysis," *Journal of Marketing*, 57 (2), 64-75.
- Alden, Dana L. and Wayne D. Hoyer (1993), "An Investigation of Cognitive Factors Related to Humorousness in Television Advertising," *Journal of Advertising*, 22 (2), 29-37.
- Alden, Dana L. (1993), "Perceived Risk and New Product Trial: The Effects of Country-of-Origin," *Journal of International Consumer Marketing*, 6 (1), 7-26.
- Stayman, Douglas, Dana L. Alden and Karen H. Smith (1992), "Some Effects of Schematic Processing on Consumer Expectations and Disconfirmation Judgements," *Journal of Consumer Research*, 19 (2), 240-255.
- Yang, Yoo, Robert P. Leone and Dana L. Alden (1991), "Identifying Potential and Latent Exporters: A Market Expansion Ability Approach," *Journal of Marketing*, 56 (1), 84-96.
- Gillespie, Kate and Dana L. Alden (1989), "Consumer Export Markets in Liberalizing LDC's: A Life-Cycle Approach," *Journal of International Business Studies*, 20 (1), 93-112.
- Green, Robert T. and Dana L. Alden (1988), "Functional Equivalence in Cross Cultural Consumer Behavior: The Case of Gift Giving in Japan," *Psychology and Marketing*, 5 (2), 159-172.
- Peterson, Robert A., Dana L. Alden, Mustafa O. Attir and Alain J.P. Jolibert (1988), "Husband-Wife Report Disagreement: A Cross-National Investigation," *International Journal of Research in Marketing*, 5, 125-136.

### **SCHOLARLY BOOK CHAPTERS**

- Alden, Dana L., Michael Basil and Sameer Deshpande, "An Overview of Integrated Social Marketing Communications," *Sage Handbook on Social Marketing*, 2010. Peer reviewed.
- Merz, Michael, Dana L. Alden, Wayne Hoyer and Kalpesh Desai (2008), "Brand Extension Research: A Cross-Cultural Perspective," *Review of Marketing Research*, Maresh K. Malhotra, Editor, Armonk, NY: M.E. Sharpe. Peer reviewed.

**EXAMPLES OF RESEARCH IN PROGRESS**  
**AY 2020-2021**

Sakawrat, Kituakul, Jaisang Kim, and Dana L. Alden, “Drowning in Single Use Plastic: Do Nudges Increase Consumer Willingness to Choose Green Packaging for an Extra Charge?,” to be submitted to peer reviewed journal by December, 2021.

Chen, Qimei, Ange Nariswari, Dana L. Alden, “The Pitfalls of Empowerment Strategies: Managing the Consequences of Losing,” to be submitted to peer reviewed journal by December, 2021.

Friend, John. M. and Dana L. Alden, “Does Gender Targeting Matter? Assessing the Effectiveness of a Sports Team Metaphor in a Sleep Apnea Decision Aid,” manuscript to be submitted to peer reviewed journal by December, 2021.

Sakawrat, Kituakul and Dana L. Alden, “Improving Patient Outcomes Through Interactive Decision Tool Technology: A Comparison of Compensatory, Non-Compensatory, and Free Flow Formats,” to be submitted to peer reviewed journal by March, 2022.

Ehring, Oystein, Dana L. Alden, Sara Heckler, Kelly Holden, and Harry Nguyen, “Implementation of a Health Optimization Monitoring System for Bipolar Disorder Patients,” multiple manuscripts expected, to be submitted to peer reviewed journal by March, 2022. (project with *John A. Burns School of Medicine*).

**CONFERENCE PRESENTATIONS, PROCEEDINGS, POSTERS**  
**(Peer Reviewed, Oral Presentation Unless Noted)**

Alden, Dana L., “Research and Teaching Innovations in Sustainable Marketing,” Marketing and Public Policy Conference, May, 2020 and June, 2021.

Sakawrat, Kituakul, Jaisang Kim, and Dana L. Alden, “Using Nudges to Increase Consumer Willingness to Pay a Green Premium for Sustainable Products,” Marketing and Public Policy Conference, May, 2020 and June, 2021.

Reifegerste, Dorren, Sebastian Scherr, Florian Arendt, Julia Weert, and Dana L. Alden, “Predicting Family Involvement Preferences in Medical Decision Making: A Cross-National Survey Study,” 70th Annual ICA Conference, Australia, May, 2020.

Sakawrat, Gift and Dana L. Alden (2019), “Mapping Information Search and Evaluation Strategies Using a Digital Decision Aid for Reproductive Health Clients,” presented at the Society for Medical Decision Making, Portland, OR, October, 2019 (poster).

- Friend, John and Dana L. Alden (2019), “Does Gender Targeting Matter? Assessing the Effectiveness of Sports Team Metaphors in a Sleep Apnea Decision Aid, presented at the Society for Medical Decision Making, Portland, OR, October, 2019 (poster).
- Friend, John and Dana L. Alden (2017), “Advanced Directives and Culture: Japan versus the US, presented by co-author, Dr. John Friend, at the Society for Medical Decision Making Annual Meeting, Pittsburgh, PA, October, 2017.
- Alden, Dana L., Friend, John, Fraenkel, Liana, and Jibaja-Weiss, Maria (2016), “Culture and Decision Support Tool Adaptation: Results from Randomized Controlled Trials,” presented at the Society for Medical Decision Making Annual Meeting, Vancouver, CA, Oct., 2017 (poster).
- Alden, Dana L. and the Asia Pacific Shared Decision Making Collaboration (2015), “Identifying Cultural Influences on Patients’ Desired Levels of Participation in Medical Decision Making: A Multicultural Investigation,” (abstract), Society for Medical Decision Making, St. Louis, Missouri (poster).
- Alden, Dana L. (2014), “Decision Aid Influences on Patient Empowerment Prior to a Cancer Treatment Decision Making Consultation,” (abstract) Society for Medical Decision Making, Antwerp, Belgium.
- Alden, Dana L, and Qimei Chen (2012), “Building a Theory-Based Network of Antecedent Mediators and Consequences of Patient Decision Aid Exposure,” (abstract) Society for Medical Decision Making, European Meeting, Oslo, Norway.
- He, Yi, Qimei Chen and Dana L. Alden (2011), "Untangling Social Presence Effects on Customer Reactions to Service Failure," (abstract) Proceedings in 2011 AMA Summer Educators' Conference, San Francisco, CA.
- He, Yi, Qimei Chen and Dana L. Alden (2011), "Social Presence and Service Satisfaction: The Role of Independent Self-Construal," (abstract) Proceedings in 2011 AMA Winter Educators' Conference, Austin, Texas.
- He, Yi, Qimei Chen and Dana L. Alden (2010), "Verbalizing or Visualizing Metaphors? The Moderating Effects of Processing Mode and Temporal Orientation," (abstract) Advances in Consumer Research.
- He, Yi, Qimei Chen and Dana L. Alden (2010), "The More the Merrier: Imagined Social Presence and Service Failure," (abstract) Advances in Consumer Research.
- He, Yi, Qimei Chen and Dana L. Alden, (2009) "Future or Present: The Effect of Cultural Priming on Metaphoric Appeals," (abstract) Proceedings in American Academy of Advertising 2009 Asian-Pacific Conference, Beijing, China.

- He Yi, Qimei Chen and Dana L. Alden (2008), "Bystanders Don't Just Stand By: The Influence of Social Presence on Service Experience," Association for Consumer Research.
- He Yi, Michael Merz, and Dana L. Alden (2007), "The Application of Measurement Invariance Tests in Cross-National Marketing Research: A Critical Assessment," Association for Consumer Research.
- Michael Merz, Yi He and Dana L. Alden (2006), "The Global Standardization Debate: A Categorization Perspective," Abstract, *Association for Consumer Research Asia Proceedings*.
- Alden, Dana L., Alan Tice and John Berthiaume (2005), "Improving antibiotic knowledge and attitudes among Asian Americans: Effectiveness of cold pack plus education versus education alone," *American Public Health Association Annual Meeting Proceedings*, December, 2005: Philadelphia.
- Polyorot, Kawpong, Eugene Kim and Dana L. Alden (2003), "Shortening the Gudykunst High-Low Context Communication Style Measure," *European Advances in Consumer Research*, 6, Association for Consumer Research, Valdosta, GA.
- Polyorot, Kawpong, Eugene Kim and Dana L. Alden (2002), "The Effect of Communication Styles on Consumer Miscomprehension of Print Advertisements," *Advances in Consumer Research*, Vol. 29, Association for Consumer Research: Valdosta State University, Valdosta, GA, p. 234.
- Alden, Dana L., Bhawuk Dharm, Stephen Holden and Steven A. Taylor (1999), "Toward a Model of Satisfaction Processing in Social Marketing: The Role of Knowledge among Maintenance Stage Consumers," *Social Marketing Quarterly*, 5(3 September), 17-24.
- Huff, Lenard C. and Dana L. Alden (1999), "An Investigation of Consumer Response to Sales Promotions in Developing Markets: A Three-Country Analysis," *Advances in Consumer Research*, Vol. 26, Association for Consumer Research: Valdosta, GA, pp. 41-42.
- Alden, Dana L., Ashesh Mukerjee and Wayne D. Hoyer (1998), "The Generation of Humor in Advertising: Surprise!," *Proceedings of the 1998 Winter Conference of the Society for Consumer Psychology*, Margaret C. Campbell and Karen A. Machleit (eds.), Society for Consumer Psychology, 158.
- Cheung, Alan, Dana L. Alden and Mary S. Wheeler (1998), "Cultural Attitudes of Asian Americans Toward Death Adversely Impact Organ Donation," *Transplantation Proceedings*, 30(7), Enrique T. Ona, Marieta B. De Luna, Claver B. Ramos, Libertad N. Rosales (eds.), NY, NY: Elsevier Science Inc., 3609-3610.

Alden, Dana L., J.B. Steenkamp and Rajeev Batra (1995), "Global Culture Brand Positioning in Television Advertising in Asia, Europe and the US: Real or Imagined?", *European Advances in Consumer Research*, Vol. 2, Flemming Hansen (ed.), Association for Consumer Research, 1.

Alden, Dana L., Wayne D. Hoyer and Ayn Crowley (1993), "Country-of-Origin, Perceived Risk and Evaluation Strategy," *Advances in Consumer Research*, Vol. 20, Leigh McAlister and Michael L. Rothschild (eds.), Association for Consumer Research, 119-126.

Alden, Dana L., Wayne D. Hoyer and Guntalee Wechasara (1988), "Consumer Choice Strategies and Involvement: A Cross-Cultural Analysis," *Advances in Consumer Research*, Vol. 16, Thomas K. Srull (ed.), Association for Consumer Research, 678-683.

Alden, Dana L. and Kate Gillespie (1986), "A Cross-National Model of Channel Behavior: Japan and the United States," *Proceedings of the Academy of International Business*, Southeast Regional Conference, (June), 798-807.

### **ACADEMIC PRESENTATIONS**

“Using Multi-Group Structural Equation Modeling and Advanced Mediation Analysis in Medical Decision Making Research,” presented at the Society for Medical Decision Making Annual Meeting, Online, October, 2020.

“Using Multi-Group Structural Equation Modeling and Advanced Mediation Analysis in Medical Decision Making Research,” presented at the Society for Medical Decision Making Annual Meeting, Portland, Oregon, October, 2019.

“Shared Decision Making and Decision Support Tools in Today’s Clinical Practice,” presented to Grand Rounds, John A. Burns School of Medicine, November 8, 2017.

“Using Multi-Group Structural Equation Modeling and Advanced Mediation Analysis in Medical Decision Making Research,” presented at the Society for Medical Decision Making Annual Meeting, Pittsburgh, Pennsylvania, October, 2017.

“Culture and Decision Support Tool Adaptation: Results from Randomized Controlled Trials,” presented to Shidler PhD Students, Fall, 2016.

“Using Multi-Group Structural Equation Modeling and Advanced Mediation Analysis in Medical Decision Making Research,” with Qimei Chen, presented at the *International Shared Decision Making Conference 2015*, Sydney, Australia, July, 2015.

“Shared Decision Making & Patient Decision Aids in Diverse Patient Populations: Applying the Latest Innovations in Cultural Targeting and Tailoring in Your Health Care Practice,” with Maria Jibaja-Weiss, and Chirk Jen Ng, Plenary Address, Cross-Cultural Health Care Conference, *John A. Burns School of Medicine*, Honolulu, HI, USA, January, 2015

“Using Multi-Group Structural Equation Modeling and Advanced Mediation Analysis in Medical Decision Making Research,” with Qimei Chen, presented at the *Society for Medical Decision Making*, Annual Meeting, Miami, Florida, USA October, 2014.

“Culture and Patient-Centered Decision Making Among Diverse Populations,” with Miho Tanaka, Masa Jimbo, Robert Volk, presented at the *Society for Medical Decision Making*, Annual Meeting, Miami, Florida, USA October, 2014.

“Using Multi-Group Structural Equation Modeling and Advanced Mediation Analysis in Medical Decision Making Research,” with Qimei Chen, presented at the *Society for Medical Decision Making*, Antwerp, Belgium, June, 2014.

“Decision Aid Influences on Patient Empowerment Prior to a Cancer Treatment Decision Making Consultation,” presented at the *Society for Medical Decision Making*, Antwerp, Belgium, June, 2014.

“Developing and Implementing Effective Models of Patient Centered Care in the Culturally Diverse and/or Resource Challenged Environments of the Asia-Pacific Region,” Plenary Session, Organized by Dana L. Alden, with Lyndal Trevena, Anne Stiggelbout, CJ Ng, and Somsak Chunhara presented at the *Society for Medical Decision Making Meeting*, Singapore, January, 2014.

“Introduction to Shared Decision Making Communications and Decision Support Technologies in Diverse Cultural Environments,” presented at the *Society for Medical Decision Making Meeting*, with Lyndal Trevena, Anne Stiggelbout, and Marilyn Schapira., Singapore, January, 2014.

“The Importance of Considering Cultural Values in Design of Cancer Screening Patient Decision Aids, “ with Angela Lee and Qimei Chen, presented at the *3<sup>rd</sup> International Shared Decision Making Conference*, Lima, Peru, June, 2013.

“Cultural Value Effects on Patient Preferences for Participation in Medical Decision Making,” with Marieke De Vries and Ryosuke Osawa, presented at the *3<sup>rd</sup> International Shared Decision Making Conference*, Lima, Peru, June, 2013.

“Shared Decision Making and Decision Aids: The Importance of Cultural Tailoring,” Plenary Session Address with Dr. Jeff Belkora at the *Culture and Medicine Conference*, Honolulu, Hawaii, February, 2013

“Shared Decision Making and Decision Aids: The Importance of Cultural Tailoring,” with John Friend, presented at the *Society for Medical Decision Making*, Phoenix, Arizona, October, 2012.

“Building a Theory-Based Network of Antecedent Mediators and Consequences of Patient Decision Aid Exposure,” with Qimei Chen, presented at the *Society for Medical Decision Making*, Oslo, Norway, June, 2012.

“Introduction to Shared Decision Making and Decision Aids: The Importance of Cultural Tailoring,” presented at the *Society for Medical Decision Making*, Oslo, Norway, June 2012.

“Giving versus Getting Help: The Moderating Effects of a Patient Decision Aid,” with Qimei Chen and Jennifer Aaker, presented at the *International Society for Medical Decision-Making Meeting*, June, 2011.

"Building Global Brand Communities: The Case of China," with Qimei Chen and Xin Zhao, presented at the *Academy of Marketing Science Meeting*, July, 2011.

"Brand Meaning Management during International Expansion: An Emerging Market Perspective," with Ange Nariswari, presented at the *Academy of Marketing Science Meeting*, July, 2011.

“Untangling Social Presence Effects on Customer Reactions to Service Failure,” with Yi He and Qimei Chen ,” presented at *AMA Summer Educators' Conference*, San Francisco, CA, August, 2011.

"Social Presence and Service Satisfaction: The Role of Independent Self-Construal," with Yi He and Qiemi Chen, presented at *AMA Winter Educators' Conference*, Austin, Texas, February, 2011.

"Building Global Brand Communities: Consumer Practices and Creolization," with Xin Zhao and Qimei Chen, presented at the University of Texas San Antonio, Marketing Faculty and PhD Student Symposium, October 22, 2010.

"The Creolization of Global Brands," with Rajeev Batra and Xin Zhao, presented at the *Global Branding Conference*, Istanbul, Turkey, June, 2010.

"The Nicodemon is Stealing You Blind!" The Effects of Concrete versus Abstract Metaphor on Healthful Persuasion," with Yi He and Qimei Chen, presented at the *American Academy of Advertising, Asian Conference*, Beijing, China, May, 2009.

"Verbalizing or Visualizing Metaphors? The Moderating Effects of Processing Mode and Temporal Orientation," with Yi He and Qimei Chen, presented at the *Association of Consumer Research Conference*, Pittsburg, October 2009.

"The More the Merrier: Imagined Social Presence and Service Failure," with Yi He and Qimei Chen, presented at the *Association of Consumer Research Conference*, Pittsburg, October 2009.

"Impacts of a Government Social Franchise Model of Service Utilization and Client Satisfaction at Commune Health Stations in Vietnam," Anh Ngo, presenting, *Asia-Pacific Academic Consortium for Public Health*, 2009 Conference, Taipei, Taiwan.

"Developing and Launching the Government Social Franchise Model for Reproductive Healthcare in Vietnam," *World Social Marketing Conference*, Brighton, UK, September, 2008.

"Integrating Social Normative Antecedents in Customer Satisfaction Models: Situational and Cultural Influences," *AMA Summer Marketing Educators' Conference*, Chicago, August, 2006.

"Global Brand Positioning and Advertising Effectiveness: Does Acculturation to Global Consumer Culture Make a Difference?" *American Marketing Association Educator's Meeting*, San Francisco, California, August, 1999.

"Toward a Model of Satisfaction Processing in Social Marketing: The Role of Knowledge among Maintenance Stage Consumers," *5<sup>th</sup> Annual Innovations in Social Marketing Conference*, Montreal, Canada, July, 1999.

"Social Marketing and Sales Promotion: A Test of Emerging Theory for "Maintenance Stage" Consumers," *4th Annual Innovations in Social Marketing Conference*, Washington, D.C., June, 1998; awarded Best Theory Paper.

"Consumer Response to Sale Promotion in Three Countries," *Association for Consumer Research, Annual Meeting*, 1998, Montreal; presented by co-author, Lenard Huff.

"The Generation of Humor in Advertising: Surprise!", presented to *the Society for Consumer Psychology Annual Meeting*, Austin, TX, February, 1998.

"Marketing Hawaii as a Brand: The Role of Brand Equity," presented to *the Hawaii Society of Corporate Planners*, Fall, 1997.

"Global Consumer Culture Positioning: A New Approach to Strategic Brand Management," presented as part of the *Pacific Asian Management Institute's Summer PALS Lecture Series*, Summer, 1996.

"The Role of Culture in Global Brand Positioning," presented at the international meeting of the *Association of Consumer Research, Summer 1995*, Copenhagen, Denmark.

"Humor in Advertising: A Four Nation Study," presented at the international meeting of the *Association of Consumer Research, Summer, 1992*, Amsterdam, The Netherlands.

### **ACADEMIC AND COMMUNITY SERVICE**

Chair, Department of Marketing, Shidler College of Business, 1996-2002 and 2016 to present.

Faculty Director, DL-EMBA Health Care Management Program, Shidler College of Business, University of Hawaii, Summer, 2014 to present.



Ph.D. Dissertation Committee Co-Chair, Sakawrat “Gift” Kituakul, Marketing, UHM 2020.

Ph.D. Dissertation Committee Co-Chair, Jaisang Kim, Marketing, UHM, 2020.

Ph.D. Dissertation Committee Chair, Ashley Wampole, Management, UHM 2020.

Ph.D. Dissertation Committee Member, Kelly Holden, CIS, UHM 2020.

Ph.D. Dissertation Committee Member, Jan Loos, CIS, UHM 2019.

Dissertation Committee Member, Attila Pohlmann, PhD Candidate, IM, UHM, 2012-13.

Dissertation Committee Member, Maggie Ward, PhD Candidate, Nursing, UHM, 2012-13.

Ph.D. Dissertation Co-Chair for Michael Merz, Shidler College of Business, UHM, 2009.

Ph.D. Dissertation Co-Chair for Yi He, Shidler College of Business, UHM, 2009.

Ph.D. Dissertation Chair, Eugene Kim, UHM, 2004.

Ph.D. Dissertation Chair, Kawpong Poloyorot, UHM, 2003

Curriculum Committee Chair, Shidler College of Business, University of Hawaii, 2015-2017.

PhD Program Advisory Committee Chair, Shidler College of Business, University of Hawaii, 2013-2015.

Faculty Director, UH CBA Vietnam MBA Program, 2003 to 2007.

Senior Honors Thesis Advisor, Vanessa Hanao, UHM, 2012-2013.

Faculty Director, Shidler College of Business, UHM MBA Program, 2009-2010.

Editor-in-Chief, *Journal of Sustainable Marketing*, 2021-present.

Editorial Review Board Member, *Medical Decision Making*, 2015-2021

Editorial Review Board Member, *International Marketing Review*, 2007- 2012.

Editorial Review Board Member, *Journal of International Marketing*, 2007 to 2017.

Editorial Review Board Member, *Journal of Business Research*, 2006-2014.

Editorial Review Board Member, *International Journal of Research in Marketing*, 2008-2011.

Editorial Review Board Member, *Social Marketing Quarterly*, 2003- 2013.

Ad Hoc Reviewer: *Social Science & Medicine*, *Journal of Marketing*, *Journal of Medical Internet Research*, *Journal of Business Research*, *Patient Education & Counseling*, *Asia Pacific Journal of Public Health*, and *Journal of Public Policy & Marketing*.

Newsletter Editor, Society for Medical Decision Making, 2015 to 2018.

Interest Group Chair, Society for Medical Decision Making, 2015 to 2017.

Reviewer, *SMDM Annual Meeting*, Fall, 2102 -2017.

Reviewer, *ISDM Bi-Annual Meeting*, Summer 2013

Member, Scientific Committee, *Culture and Medicine Conference*, Spring 2013

Member, Planning Committee, *SMDM Asia-Pacific Meeting*, January 2014

Member, Scientific Committee, Society for Medical Decision Making, Europe, Summer, 2012.

Special Session Reviewer, *Association for Consumer Research Annual Conference*, Fall, 2009.

International Marketing Track Chair, *Academy of Marketing Sciences Annual Conference*, 2007-2008. Luke Chair Review Committee Member, 2008-2010

Reviewer, *Handbook of International Marketing*, Michael Kotabe and Kris Helsen, Eds., Sage Press, 2008.

Member, AMA Marketer of the Year Selection Committee, April, 2007.

Member, UH CBA MBA Future Make-Over Committee, Fall, 2005.

Member, Board of Directors, Planned Parenthood of Hawaii (2000-2006).

Chair, Department of Marketing Personnel Committee, Fall, 2005/Spring 2006.

Member, UH CBA, Research Fund Development and Award Committee, November, 2004 - 2007.

Member, CIBER Grant Proposal Review and Award Committee, November, 2004.

Member, Ad Hoc Ph.D. Program Revision Committee, CBA, UH Maona, February-March, 2002.

Member, Dissertation Committee, Mauricio Featherman, Communication and Information Sciences, *Evaluative Criteria and User Acceptance of Internet-based Financial Transaction Processing Systems*, May, 2002.

Reviewer, Special Issue on Social Marketing, *Journal of Public Policy and Marketing*, 2001.

Steering Committee Member, *7<sup>th</sup> Annual Innovations in Social Marketing Conference 2001*.

Program Chair, *6<sup>th</sup> Annual Innovations in Social Marketing Conference*, Washington, D.C., June, 2000.

Editorial Board Member, *Journal of the Academy of Marketing Science*, 1995 to 1997.

Program Chair, *3<sup>rd</sup> Annual Innovations in Social Marketing Conference*, Boston, Massachusetts, May, 1997.

Editorial Board Member, *Journal of International Consumer Marketing*, 1993 to 1996.

Ad Hoc Reviewer, *Journal of the Academy of Marketing Science*, 1991 to 1994.

Director, Marketing Information Technology Center, UH CBA, 1996 to present.

Southeast Asia Studies Curriculum Committee, University of Hawai`i, 1990 to 1993.

Athletic Advisory Board Member, UH Athletics Program, 1992 to 1995.

UH Doctoral Dissertation Outside Committee Member: Psychology, Nadine Shigezawa.

Marketing Consultant, Pacific Business Center, University of Hawaii, 1992 to 2002.

Thai Studies Committee Member, University of Hawai`i, 1989 to 1992.

Reviewer, AMA Winter Educators Conference, January, 2005 Reviewer, Steering Committee Member, *7<sup>th</sup> Annual Innovations in Social Marketing Conference 2001*, Washington D.C., June 2001.

Reviewer, American Marketing Association, Winter Meeting, 2001.

Reviewer, *Advances in Consumer Research Annual Conference*, ACR Annual Meeting, 2001.

Reviewer, *American Marketing Association*, Winter Meeting, 1999, 2000.

Reviewer, *Society for Consumer Psychology Annual Meeting*, 2000.

Reviewer, *American Marketing Association*, Summer Meeting, 1999.

Reviewer, *5<sup>th</sup> Innovations in Social Marketing Conference*, Washington, D.C., July 1999.

Reviewer, *Association for Consumer Research Annual Meeting*, October, 1998.

Reviewer, *4th Innovations in Social Marketing Conference*, Washington, D.C., June, 1998.

Reviewer, *Public Policy and Marketing Conference*, 1998.

Reviewer, *Association for Consumer Research*, Asia Conference, 1998.

Advisor, Collegiate Chapter, *American Marketing Association*, University of Hawai`i, 1992-1994.

Panelist, *State Department of Public Health Conference on Smoking & Teens*, Hon., Dec. 1994.

Discussant, *Beyond Satisfaction Conference*, Co-sponsored by IC<sup>2</sup> and the University of Texas at Austin, March, 1992.

Reviewer, 1992 *American Marketing Association*, Winter Educators Conference, Global Marketing Track.

Reviewer, *International Symposium on Pacific Asian Business*, Sponsored by PAMI & AIB, PAC Region, 1992.

Reviewer, 1992 *American Marketing Association*, Summer Educators Conference, Global Marketing Track.

Reviewer, 1992 *Association for Consumer Research* Annual Meeting.

Reviewer, *International Symposium on Pacific Asian Business*, Sponsored by PAMI & AIB PAC Region, 1991.

Reviewer, *Fifth Bi-Annual World Marketing Congress*, Copenhagen, Denmark, 1991.

Reviewer, 1991 *Academy of International Business* Annual Meeting.

Chair, Research Session, *2nd Annual Global Marketing Conference: The Japanese Distribution System*, American Marketing Association, Honolulu, Hawai`i, 1991.

### **HONORARY ASSOCIATIONS**

*Beta Gamma Sigma Honorary Business Fraternity*  
*Mu Kappa Tau Honorary Marketing Society*

### **PROFESSIONAL ASSOCIATIONS**

*Society for Medical Decision Making*  
*American Marketing Association*  
*Association for Consumer Research*