

Curriculum Vitae

Dr. JOSEPH C. HA, M.B.A., Ph.D.

Professor of Marketing
Program Chair for Marketing

Department of Management & Marketing
College of Business
Hawaii Pacific University
Honolulu, Hawaii 96822
(808) 544-0826
E-mail: jha@hpu.edu

EDUCATION

Ph.D. in Marketing
Rutgers University, Newark, NJ

M.B.A. (General Management)
Rutgers University, Newark, NJ

M.B.A. (Marketing)
State University of New York at Buffalo, Buffalo, NY

B.A. (Economics)
State University of New York at Stony Brook, Long Island, NY

INDUATRY EXPERIENCES

Over 29 years of experiences in Food Merchandising Business

Met Food Supermarkets, Brooklyn, NY
President 2017
Senior Advisor (2002-2016)

J & S Corporation, NY, NY
C- Town Supermarkets
President (1990 - 2002)
Ownership and management of franchised supermarkets

D & W Corporation, NY, NY
Associated Supermarket
Treasurer, General Merchandising Manager (1988 -1990)
Managed the financial operations / general merchandising of franchised supermarkets

Korea Commercial Bank of NY, New York, NY
Treasurer (1987 - 1988)
International Funding Management

ACADEMIC HONORS AND AWARDS

Editorial Board member, Journal of Marketing Thought (JMT), May, 2014-Now

The Best Paper Award: International Business & Education Conferences, London, England
2015

The Best Paper Award: International Business & Economics Research Conference, Munich,
Germany 2014

The Best Paper Awards: European Applied Business Research Conference, Florence, Italy
2006.

The Best Paper Awards: College Teaching and Learning Conference, Siena, Italy 2006.

The Best Paper Awards: European Applied Business Research Conference, Athens, Greece
2005.

The Best Paper Awards: International Business & Economics Research Conference,
Las Vegas, Nevada, October 2003.

The Best Paper Awards: European Applied Business Research Conference, Venice, Italy
2003.

Montclair Who's Who Registry, nominated (2010/2011)

Who's Who in America, Nominated (2010 edition)

Emerald Who's Who (2010 edition)

Named as Multiple Year Honoree of "Who's Who Among America's Teacher".

Who's Who Among America's Teachers (6th edition, 2000 to 12th edition, 2009)

Fellow, American Marketing Association Doctoral Student Consortium held at
University of Illinois at Urbana-Champaign (1993)

Beta Gamma Sigma - The Honor Society for Collegiate School of Business

Mu Kappa Tau, National Marketing Honor Society

TEACHING EXPERIENCE

*Professor of Marketing,
Marketing Program Chair
College of Business
Hawaii Pacific University (2008-
present)*

*Associate Professor of Marketing,
Marketing Program Chair
College of Business Administration,
Hawaii Pacific University (2003-2008)*

*Assistant Professor of Marketing,
Marketing Program Chair
Academic Coordinator for Marketing
College of Business Administration,
Hawaii Pacific University (1999-2003)*

Courses Taught:

EMBA 1, 2: Executive MBA:

Marketing Strategy for Managers (MKTG 6000)

WEMBA 5, 6, 7, 8, 9, 10 Weekend MBA:

Marketing Strategy for Managers (MKTG 6000)

Graduate (M.B.A.):

Marketing Strategy for Managers (MKTG 6000)

Global Consumer Behavior (MKTG 6100)

Marketing Research (MKTG 6110)

International Marketing (MKTG 6420)

Advertising Management (MKTG 6430)

Marketing Seminar- Retail Management (MKTG 6900)

Professional Paper (MGMT 7051)

Under Graduate:

Marketing Principles (MKTG 3000)

Consumer Behavior (MKTG 3100)

Advertising Management (MKTG 3430)

Global Dist. & Sup Chain Mktg (MKTG 3630)

International Marketing (MKTG 3800-3420)

Marketing Management (MKTG 4400)

*Assistant Professor of Marketing School
of Administration and Business The
State University of New Jersey-
Ramapo College of New Jersey (1995 -1998)*

Courses Taught:

Marketing Principles	International Marketing
Marketing Research	Advertising Management
Retailing Management	Industrial Marketing
Consumer Behavior	Business Strategy (Senior Capstone Course)
Sales Management	New Product Management

*Graduate School of Management
The State University of New Jersey
Rutgers University, Newark, NJ (Spring 1996- 1998)*

Graduate (MBA) Courses Taught:

Marketing Management
Advertising Management
Consumer Behavior

*School of Management
The State University of New Jersey
Rutgers University, Newark, NJ (Fall 1990 - 1995)*

Courses Taught: Marketing
Principles Advertising and
Promotion Consumer
Behavior Marketing
Research Marketing
Management

RESEARCH INTERESTS

1. The Persuasive Effects of Advertising on Shopping Behavior
2. Consumer Deal-Proneness and Sales Promotion Strategies
3. Regulation of Advertising Practices
4. Consumer Behavior: Online shopping behavior

PUBLICATIONS

- *Ha, J., Roh, Y. (2017) “Analysis of Open Price system through Comparison of Korea and Overseas Cases”, *Journal of Marketing Thought*, Volume 4, No. 2, 2017, pp.45-70.
- *Kim, J., Lee, S., and Ha, J. (2016) “Ddukdo Market Revival strategy”, *Journal of Marketing Thought*, Volume 3, No. 3, 2016, pp. 31-38
- *Jeon E. and Ha, J (2016) ‘How Interfirm Relationship Depend On Communication: The Moderating Role Of Collaborative Communication In Regional Clusters ’, *Journal of Marketing Thought*, Volume 2, No. 4, 2016, pp.29-34.
- *Kim, M., Truong, N., and Ha, J. (2015) “ZARA in Korea: The Myth of Success”, *Journal of Marketing Thought*, Volume 1, No. 4, 2015, pp. 64-71.
- *Lee, K.W., Ha, J., and Kim H. (2014) “Complementary Effects of Marketing Network and Structure holes on Supplier’s Perceived New Product Development Performance of Buyer: Modeling Effect of Technological Uncertainty”, *Journal of Marketing Thought*, Volume 1, Number 1, 2014, pp.50-58
- *Kang, Y. and Ha, J. (2007), “Soundless Revolution”: Comparative Analysis on How to Propel the Global Ubiquitous I.T. Business Market According to Changes in the World Information Technology Market Environment”, *Review of Business Information System*, Volume 11, Number 2, 2007, pp. 39-48.
- *Kang, Y. and Ha, J. (2007), “Analysis of Global trends in Building Ubiquitous Information Technology Market Environment” *International Business & Economic Research Journal*, Volume 6, Number 4, 2007, pp.53-61.
- *Cho, Y. and Ha, J. (2005),”Assessing Country-Of-Origin Effect: The Impact of an International Event”, *The Journal of Applied Business Research*, Volume21, Number 3, 2005, pp. 47-59.
- *Cho, Y. and Ha, J. (2004), "Consumer Choice Behavior on the Web: The Effects of Product Attributes on Willingness to Purchase," *Journal of Business & Economic Research*, Volume 2, Number 10, 2004, pp. 75-87.
- *Cho, Y. and Ha, J. (2004), "Users' Attitudes Towards Movie-Related Websites and E-Satisfaction," *Journal of Business & Economic Research*, Volume 2, Number 3, 2004, pp.13-38.

WORKING PAPER

*Alarcon, M., and Ha, J. (2015), "Deceptive Doctrine and Psychological Advertising: Part 2 of Framework For Change In The Federal Trade Commission Act, section 5 (FTC sec 5):

*Alarcon, M., and Ha, J. (2014), "Framework For Change In The Federal Trade Commission Act, section 5 (FTC sec 5): Regulation Of Advertising Practices Eradicate Psychological C

PROCEEDINGS AND PRESENTATIONS

*Alarcon, M., and Ha, J. (2015), "Deceptive Doctrine and Psychological Advertising: Part 2 of Framework for Change of section 5 of the Federal Trade Commission Act," at 2015 International Business & Education Conference, June 07-11, 2015, London, England
Accepted for presentation and publication in the referred conference proceeding.

*Alarcon, M., and Ha, J. (2014), "Framework For Change In The Federal Trade Commission Act, section 5 (FTC sec 5): Regulation Of Advertising Practices Eradicate Psychological Conditioning" at 2014 International Business & Education Conference, June 08-12, 2014, Munich, Germany
Accepted for presentation and publication in the referred conference proceeding.

*Ryu, S., Hong, H, and Ha, J. (2008), "Inter-Organizational Governance in Uncertain Environments: Does Trust Matter?" at 2008 Academy of Marketing Science Annual Conference, May 28-31, 2008, Vancouver, British Columbia
Accepted for presentation and publication in the referred conference proceeding.

*Ryu, S., Chung, C., and Ha, J. (2008), "Cross-Cultural Study of Inter-Organizational Contracts: Time Orientation and Interdependency Asymmetry" At 2008 Cultural Perspectives in Marketing Conference, "Reassessing Multicultural Marketing Issues in a U.S. city on the rebound", Academy of Marketing Science. January 16-19, 2008, New Orleans, Louisiana
Accepted for presentation and publication in the referred conference proceeding.

*Huang, H., and Ha, J. (2007), “The effect of Emotion and Interactivity in a Conversational Social agent: Is an Expressive agent as a conversation Partner More Likeable and persuasive in health Communication?” ” at the International Business & Economic Research Conference, October 1-4, 2007, Las Vegas, Nevada.
Accepted for presentation and publication in the referred conference proceeding.

* Kang, Y. and Ha, J. (2007), “Blue Ocean of Automotive Technology Market: A Study of the Technological Trend of Intelligent Advanced Safety Vehicle & Market Analysis” at The European Applied Business Research Conference, January 2-5, 2007, Honolulu, Hawaii.
Accepted for presentation and publication in the referred conference proceeding.

- *Kang, Y. and Ha, J. (2007), "Change in the Ubiquitous IT Business Market Environment: Analysis on the Trend of Future automotive Technology and ASV technology & market Analysis" at The European Applied Business Research Conference, January 2-5, 2007, Honolulu, Hawaii.
Accepted for presentation and publication in the referred conference proceeding.
- *Kang, Y. and Ha, J. (2006), "Soundless Revolution": Comparative Analysis on How to Propel the Global Ubiquitous I.T. Business Market According to Changes in the World Information Technology Market Environment", European Applied Business Research Conference, June 26-29, 2006, Florence, Italy.
Accepted for presentation and publication in the referred conference proceeding.
The paper won the best paper award.
- *Kang, Y. and Ha, J. (2006), "Analysis of Global trends in Building Ubiquitous Information Technology Market Environment", European Applied Business Research Conference, June 21-23, 2006, Siena, Italy.
Accepted for presentation and publication in the referred conference proceeding.
The paper won the best paper award.
- *Cho, Y. and Ha, J. (2005), "Measuring E-Satisfaction Of Interactive Online Communication System: Implications for CRM", European Applied Business Research Conference, June 13-17, 2005, Athens, Greece.
Accepted for presentation and publication in the referred conference proceeding.
The paper won the best paper award.
- *Cho, Y. and Ha, J. (2004), "Measuring Consumer Behavior: Comparison Analysis Of Catalog With Online Vs. Pure Online Business", European Applied Business research Conference, June 14-18, 2004, Edinburgh, Scotland.
Accepted for presentation and publication in the refereed conference proceeding. The paper won the best paper award.
- *Cho, Y. and Ha, J. (2003), "Measuring Attitudes Toward Websites and Customer Satisfaction: Implications to E-Business", International Business & Economics Research Conference, Las Vegas, Nevada, Oct. 6th-10th, 2003.
Accepted for presentation and publication in the refereed conference proceeding. The paper won the best paper award.

- *Cho, Y. and Ha, J. (2003), "Consumer Choice Behavior On the Web: The Effects of Product Attributes on Willingness to Purchase," European Applied Business Research Conference, Venice, Italy. June 9th-13th, 2003. Accepted for presentation and publication in the refereed conference proceeding.
The paper won the best paper award.
- *Cho, Y. and Ha, J. (2003), "Users' Attitudes Towards Movie-Related Websites and E-Satisfaction," Advertising and Consumer Psychology Conference, Seoul, Korea. June 5-7th, 2003. Accepted for presentation and publication in the refereed conference proceeding.
- *Cho, Y. and Ha, J. (2003), "Are Consumers' Attitudes Toward Country of Origin Influenced By An International Event?," Proceedings of the International Applied Business Research Conference, Acapulco, Mexico. March 17-21st, 2003.
Accepted for presentation and publication in the refereed conference proceeding.

NEWS ARTICLES

- *Honolulu Star Bulletin, “It’s the interview, stupid”, February 17, 2002
- *Honolulu Star-Bulletin “To market yourself in a down economy, avoid job hunting’s 10 deadly sins”, Dec 23, 2001
- *Pacific Business News, Vol. 40, no. 13, June 7, 2002
professional opinion on article ”Retail management and real estate with Hawaii State economy”.
- *Pacific Business News, Vol.38, No.42 December 22, 2000
professional opinion on article ”Ad works recovers from combination punches with new hire”.
- *Honolulu Star Bulletin “German University and HPU Forgoing Relationship”, May 21, 2002

OTHER PRESENTATIONS

- *Presentation on “Sales and Marketing for China Hotel and Restaurant,”
Sponsor by partnership between the HPU; The State Department Business,
Economic Development & Tourism; and China Hotel and Restaurant

Association. Feb, 2004, Hawaii Pacific University, Honolulu Hawaii

*Presentation on “Measuring Attitude Toward Websites and Customer Satisfaction: Implication to E-Business,” Jan. 14th, 2004, Faculty Scholarship Day - Hawaii Pacific University, Honolulu. Hawaii.

*Presentation on “Marketing Strategy for Hotel Management” DBEDT - HPU Joint Seminar on Tourism, Aug. 28th-30, 2002, Honolulu, Hawaii

*Presentation on “Hawaii Education System and HPU”, Korea-Pacific U.S. State Inaugural Joint Conference-June 10-12, 2002, Seoul, Korea

*Presentation on “Marketing Strategy and Contemporary Issues in the Healthcare Industry”, College of Applied Science at Nue-Ulm, Germany, March 22-25th, 2002, Nue-Ulm, Germany

*Discussant at MEA 2001 Conference, on “Using online Data Collection to investigate Consumer Perceptions of Web Site Security”. MEA Conference April, 2001, Hawaii, Hawaii

GRANT RECEIPEINT

*Faculty Development Grant- Hawaii Pacific University
April, 2001,
August, 2001,
April, 2002,
November, 2002,
November, 2003,
April, 2004,
April, 2005,
August 2006,
April 2014
April, 2015

PUBLIC SPEECH

*Speaker, “Faculty Perspective on WMBA”, WMBA Business Professional Reception-Pacific Club, Honolulu, Hawaii, March, 2001

*Speaker, “Self Marketing “at Career Advancement Seminar.

Alakai Jaycees at Hawaii Pacific University, Nov. 2000

*Speaker, “self-Marketing” at Professional Development Power at the Plaza Club-sponsored by Graduate Student Organization at Hawaii Pacific University, April 2001

*Speaker, “Surviving a Job Interview” sponsored by Alakai Jaycees of at Hawaii Pacific University, November 26th, 2001

*Speaker, “How to Market Oneself In A Down Turn Economy” at Warner Auditorium- sponsored by American Marketing Association Nov. 30th, 2001

CURRICULUM DEVELOPMENTS

*New undergraduate marketing program development, Spring 2007

*Marketing Curriculum Development: Proposed and continue developing for Undergraduate Marketing Curriculum. Oct. 2000-2004

*Marketing Curriculum Development: Proposed and continue developing for Graduate Marketing Curriculum. Oct. 2000-2004

NEW COURSE DEVELOPMENT

*Developed new courses: MKTG 6420-Graduate International marketing, F99
MKTG 6100-Global consumer Behavior, F01
MKTG 3100-Consumer Behavior, F01
MKTG 6410-Advertising Management, Sp00
MKTG 4410-Advertising Management, Sp00
MKTG 6900-Seminar on Strategic Retailing, S00
MKTG 6300-Strategic Channel Management
MKTG 6310-Sales Force Strategy
MKTG 6400-Pricing Strategy Management

CONSULTING

Senior Advisor, Met Food Supermarket, Brooklyn, New York, 2002- Current

Marketing research for Ninja Sushi Hawaii, 2007

Marketing research for LVHIFF (Louis Vuitton Hawaii International Film Festival)
2002, 2003, and 2004

Marketing research for DBEDT and Department of Transportation of
Hawaii State “Image improvement for Honolulu
International Airport” Oct. 2001-May 2002, Honolulu, Hawaii

Marketing research for United Coast Guard (Hawaii) - Morale, Welfare, and
Recreation Program (20001-2002)

UNIVERSITY SERVICE

Hawaii Pacific University

Program Chair for Marketing, College of Business (2002-present)

Dean Search Committee member- College of Business (2016-2017, 2017-2018)

College of Business Curriculum Committee (2000-Present)

College of Business Chair’s Council (2011-Present)

Chair, Marketing Faculty Search Committee (2016- 2017)

Faculty Assembly Senate (2015-2016, 2016-2018)

Faculty Senate Subcommittee on Faculty role in Governance (2015-2016, 2016-2018)

*FARPAC-Faculty Assembly Reappointment and Promotion Appeal Committee-
(2015-2016)*

*Management and Marketing Department Faculty Promotion and Review Committee
(DFPRC) - (2014-2015)*

*Chair, Faculty Promotion Review Committee-College of Business Administration
(CFPRC) - (2013-2014)*

*College of Business Faculty Promotion Review Committee (2011- 2014)
(2017-2018)*

College of Business-MBA Taskforce-MBA core course coordinator (2017-2018)

College of Business-BSBA Taskforce (2017-2018)

College of Business Program Review Shared Governance Committee (2017-2018)

Business Administration Faculty Assembly (BAFA) Graduate Committee (2014-2015)

Business Administration Faculty Assembly (BAFA) Golden Apple Committee (2014-2015)

Interim Program Review Chair for Marketing, College of Business Administration (2008-2011)

Advisor, American Marketing Association HPU chapter, (2000-2007, 2008-present)

Faculty Assembly Council-At-Large-(2007)

College of Business Administration Council, member (2004-2010)

Faculty Search Committee-CBA-Marketing (1999, 2001, 2005, 2007-8, 2008, 2009)

AACSB Readiness Task Force: College of Business Administration (2005-2009)

Executive Committee, member

Participants Standard Committee (Determining Faculty Qualifications), member

Academic Coordinator for Marketing Area, (2000-2002)

Chair, College of Business Administration Faculty Assembly (2002-2004)

Faculty Assembly Council, College of Business Administration Rep. (2002-2004)

Faculty Assembly Council-At-Large-(2001-2002)-Elected

Faculty Promotion Evaluation Committee-College of Business Administration (2000-2003)-Elected

Advisor, Korean Student Organization (1999-2004)

Advisor, Tennis Club (1999-2002)

New Jersey State University, Ramapo College of NJ

*Chairman - All College Curriculum Committee, State University of New Jersey,
Ramapo college of NJ (1997-98)*

All College Curriculum Representative (1996-97)

SCA Task Force, Market Analysis Subcommittee (1996-1998)

Advisor, Marketing Student Association (1995-1998)

Rutgers University

President, Ph.D. in Management Student Government Association (1992-1993)

State University of New York at Stony Brook

President, Korean Student Association, (1984-1985)

COMMUNITY SERVICE

Editorial Board member, Journal of Marketing Thought (2014- Present))

Board of Director, member, HUMU (Hawaii United Methodist Union) (2005-2015)

Lay Leader to Annual United Methodist Conference, California –Pacific, elected (2012-2015)

Exhorter (2003- present) -Christ United Methodist Church, Honolulu Hawaii

Board of Director, member, Executive Centre Building, Honolulu, Hawaii (2003-2004)

Delegate to Trade Expansion Mission to Korea as Hawaii Delegate by DBEDT of Hawaii (June, 2002)

Conducted Marketing research for DBEDT and Department of Transportation -State of Hawaii (Oct. 2001-2002)

Conducted research for LVHIFF (Hawaii International Film Festival) (2002-2004)

Conducted research for United Coast Guard (Hawaii) - Morale, Welfare, and Recreation Program (20001-2002)

Judge, Scholarship Award-Installation and Scholarship Award –Hawaii Korean Chamber of Commerce and Korean American Bar Association Hawaii (Aug. 2002)

Christ United Methodist Church, Honolulu, Hawaii

Exhorter (2003- present)

Lay Leader to Annual California –Pacific Conference elected (2012-2015)

Chair, Finance Committee (2007- 2009)

Lay leader to Annual Conference (2006-2007)

Chair, Pastor-Parish Relationship Committee (2003-2005)

Chair, Scholarship Committee (2003-2004)

Director, Young Adult Educational Program (2000-2002)

Deacon (2000-2003)

Smyrna Presbyterian Church of New York, New York City

Deacon (1994-1999)

PERSONAL: Citizenship: USA

