

John M. Friend

Department of Marketing
 Shidler College of Business
 University of Hawai'i at Mānoa
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EDUCATION

- May 2026 Ph.D., Business Administration (Marketing Concentration)
Shidler College of Business, University of Hawai'i at Mānoa
- Dec. 2023 Measurement and Statistics Graduate Certificate
Department of Educational Psychology, University of Hawai'i at Mānoa
- 2014 Ph.D., Political Science
University of Hawai'i at Mānoa
- 2007 M.S., Defense and Strategic Studies, *Graduated with Honors*
Missouri State University
- 2004 B.A., Anthropology
University of California, Berkeley

ACADEMIC POSITIONS

- 2018-2022 Lecturer, Dept. of Marketing, Shidler College of Business,
 University of Hawai'i at Mānoa
Courses: Introduction to Business; Business Communication; Business
 Statistics; Principles of Marketing; Global Management & Organizational
 Behavior; International Marketing; Consumer Behavior; Sustainable
 Marketing; Marketing Management
- 2015-2018 Visiting Assistant Professor, Dept. of Political Science, College of St.
 Benedict and St. John's University
Courses: International Relations; Asian Politics; Global Gender Issues;
 Comparative Politics; Global Public Health; Model United Nations; First
 Year Seminar; Middle East Politics
- 2013-2015 Lecturer, Shidler College of Business, University of Hawai'i at Mānoa
Course: Business Communication
- 2008-2014 Lecturer, Dept. of Political Science, University of Hawai'i at Mānoa
Courses: International Relations; Comparative Politics; International Political
 Economy; Political Theory and Analysis; Modern Political Thought

NONACADEMIC POSITIONS

- Fall 21- Present Graduate Assistant, Dept. of Marketing
University of Hawai'i at Mānoa
- Summer 11- Summer 15 Research Associate, Dept. of Marketing/Keck Foundation Grant
University of Hawai'i at Mānoa
Description: Designed survey instruments, collected/analyzed data, and provided research support for cross-sectional and experimental studies that examined the effects of attitudes, preferences, and values on health care consumer behavior.
- Spring 11 Visiting Researcher, Dept. of Political Science & International Studies
Yonsei University, Seoul, South Korea
- Summer 10 Visiting Research Fellow, Social Development Research Center (SDRC)
De La Salle University, Manila, Philippines
- Spring 10 - Fall 11 Editorial Assistant, *Korean Studies* (Journal)
Center for Korean Studies, University of Hawai'i at Mānoa
- Summer 09 Research Assistant, Dept. of Sociology/Korea Foundation Grant
University of Hawai'i at Mānoa
Description: Copy editor for articles on East Asian migration published in peer-reviewed journals.
- Fall 08 Research Assistant, School of Pacific and Asian Studies/National Resource Center East Asia (NRCEA) Grant
University of Hawai'i at Mānoa
Description: Provided research support and literature reviews on the economic, political, religious, and cultural interactions between Northeast Asia and the Middle East and assisted with curriculum development for an undergraduate international political economy course.
- Fall 08 Planning Intern, Wednesday Evening Seminar (WES)
East-West Center, Honolulu, HI
Description: Developed the syllabus and recruited speakers for the East-West Center's Fall 2008 Wednesday Evening Seminar series.
- Spring 08 Research Assistant, 2008 Asia Pacific Security Survey (APSS)
East-West Center, Honolulu, HI
Description: Assisted with questionnaire development and cleaned, coded, and analyzed survey data.
- Summer 07 Research Analyst
National Institute for Public Policy, Fairfax, VA

PUBLICATIONS

Book Manuscript

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

Journal Articles

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

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

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

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

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

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

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

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

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

“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 2014): pp. 1-8 (with Dana Alden, Marilyn Schapira, and Anne Stiggelbout).

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

Book Chapters

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

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

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

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

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

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

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

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

Commentaries/Reviews

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

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

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

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

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

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

Review of *Chimeras, Hybrids, and Interspecies Research: Politics and Policymaking*, by Andrea L. Bonnicksen, Washington, D.C.: Georgetown University Press, 2009, in *Politics and the Life Sciences* 29, no. 1 (March 2010): pp. 97-99.

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

ARTICLES IN DEVELOPMENT

“Modeling Predictors of Intention to Substitute Plant-Based Protein Alternatives for Meat in Asian versus Western National Markets: Implications for International Sustainable Marketing Theory and Practice” (with Dana Alden and M. Blake Nichols), *in preparation*.

“Bridging Cultural and Individual Factors to Understand Sustainable Consumption: Development of a Multi-Level Framework” (with M. Blake Nichols), *in preparation*.

SELECTED CONFERENCE PAPERS

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

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

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

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

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

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

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

“A Cultural Neuroscience Perspective on Deterrence Decision Making in North Korea,” at the *American Political Science Association 2017 Annual Meeting*, August 31-September 3, 2017, San Francisco, CA.

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

“Gene-Culture Model of Hypernationalism: A Cross-Cultural Case Study Approach,” at the *American Political Science Association 2016 Annual Meeting*, September 1-4, 2016, Philadelphia, PA.

“The Rise of Han-Centrism and What It Means for International Relations,” at the *International Studies Association 57th Annual Convention*, March 16-19, 2016, Atlanta, GA.

“Rethinking Deterrence: Toward a Neuropolitical Model of Nuclear Security,” at the *American Political Science Association 2015 Annual Meeting*, September 3-6, 2015, San Francisco, CA.

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

“An Evolutionary Approach to Chinese Grand Strategy: Implications for Foreign Policy Analysis,” at the *American Political Science Association 2014 Annual Meeting*, August 28-31, 2014, Washington, DC.

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

“The Biopolitics of Policy-Making: Medical Activism in the Century of the Brain,” at the *International Studies Association 53rd Annual Conference*, April 1-4, 2012, San Diego, CA.

“Gender and Nationalism in Postcolonial Korea,” at the *11th East-West Center International Graduate Student Conference (IGSC)*, February 16-18, 2012, Honolulu, HI.

“The Neuropolitics of Decision Making: Why a Model of Conflict Needs Brains,” at the *Association for Politics and the Life Sciences 30th Annual Meeting*, October 13-15, 2011, Cincinnati, OH.

“Discipline and Health in Postcolonial Philippines: Moral Hygiene and the Shaping of Medical Perceptions and Practices,” at the *Western Political Science Association 2010 Annual Meeting*, April 1-3, 2010, San Francisco, CA.

“Does the HIV/AIDS Regime Matter? A Constructivist Approach to the Study of International Regimes,” at the *American Political Science Association 104th Annual Meeting*, August 28-31, 2008, Boston, MA.

SEMINARS & COLLOQUIA

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

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

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

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

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

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

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

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

Speaker, “The Non-Normative Zombie: Rethinking ‘Abnormal’ Brains,” *The Zombie Renaissance: Hidden Meanings of Pop-Culture Texts*, University of Hawai‘i at Mānoa, Honolulu, November 10, 2012.

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

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

FELLOWSHIPS/AWARDS

BBA Business Core Course Professor of the Semester, Shidler College of Business, Fall 2020
 BBA Business Elective Course Professor of the Semester, Shidler College of Business, Fall 2020
 Graduate Degree Fellowship, East-West Center, 2010-2012
 U.S. Young Scholars Delegation to the Republic of China (Taiwan), October 2011
 East-West Center Association (EWCA) Alumni Travel Grant, 2010
 Department of Political Science, UHM, Conference Travel Grant, 2010
 Graduate Teaching Assistantship, Department of Political Science, UHM, 2008-2010
 Student Affiliate Program, East-West Center, 2007-2010, 2013

PROFESSIONAL ORGANIZATIONS

Member, Association for Consumer Research (ACR)
Member, Society for Consumer Psychology (SCP)
Member, Academy of International Business (AIB)
Member, Academy of Marketing Science (AMS)
Member, American Marketing Association (AMA)
Member, Association for Politics and the Life Sciences (APLS)
Alumnus, East-West Center (EWC)
Alumnus, Pacific Forum

REVIEWER

- *International Relations*
- *Review of International Studies*
- *Journal of International Relations and Development*
- *Politics and the Life Sciences*
- *European Journal of Cancer Care*
- *Women & Health*
- *International Journal of Intercultural Relations*
- *Palgrave Macmillan*
- *Studies in Ethnicity and Nationalism*
- *Journal of Sustainable Marketing*
- *Patient Education and Counseling*
- *Journal of Social Marketing*
- *Journal of Services Marketing*