

JAMES RICHARD WILLS, JR.
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University of Hawai'i
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CAREER VISION:

To provide effective thought leadership in the field of marketing and international business with a focus on the Asia Pacific Region.

BACKGROUND

ACADEMIC EXECUTIVE / MANAGERIAL POSITIONS:

Interim Dean, College of Business Administration, UHM (July 2003 – Dec. 2004)
Associate Dean, College of Business Administration, UHM (July 2000 – June 2003)
Director, Executive MBA program, CBA, UHM (1995 - 2003)
Executive Secretary, Academy of International Business, CBA, UHM (1994 - 2003)
Director, Hawai'i Management Program, CBA UHM (1988-91)
Associate Dean, College of Business Administration, CBA, UHM (1982-1985)
Resident Director, Student Life – student dormitory manager, Kent State University (1972 –1974)

ACADEMIC POSITIONS:

Professor, College of Business, University of Hawai'i Mānoa (1992-present)
Associate Professor, College of Business, University of Hawai'i Mānoa (1981-1992)
Assistant Professor, College of Business, University of Hawai'i Mānoa (1977-1981)
Assistant Professor, John Carroll University, Cleveland, Ohio (1974-1977)
Assistant Professor, Bethel College, Mishawaka, Indiana (1970 -1972)
Instructor, Bethel College, Mishawaka, Indiana (1968 – 1970)

EDUCATION:

Doctor of Business Administration (1976), Kent State University
Fields: Marketing, International Business, Research Methods
Master of Business Administration (1970), Western Michigan University
Bachelor of Arts (1968), Taylor University

AWARDS AND HONORS:

Distinguished Service Award, Academy of International Business 2005
College of Business UHM Excellence in Teaching Award (1993)
Selected for Advertising Education Foundation New York, NY, Visiting Professor Program (1992)
College of Business UHM Excellence in Teaching Award (1991)
Member of Beta Gamma Sigma National Business Honor Society
Member of Mu Kappa Tau Marketing Honor Society
Selected as a Fellow of the Pacific Asian Management Institute

PROFESSIONAL AND COMMUNITY ASSOCIATIONS:

Academy of International Business
Executive Secretary 1994 - 2003
American Marketing Association 1978 - present
Rotary Club of Honolulu Member 1998-2005
Program Chair 2002-03
Sales and Marketing Executives 1999- 2005
Program Chair - Distinguished Sales Person of the Year 2003 program
Sales Person of the Year selection committee 2000-01
Junior Achievement 2003-04
Chamber of Commerce - Project Jobs Advisory Council 2003-04

BOARDS:

Hawaii Visitors and Convention Bureau 2005-present
Academy of International Business 1994 - 2003
Sales and Marketing Executives 2002 -2005
Junior Achievement 2003/2004
Auburn, Inc. d.b.a The Hobby Company
Craft Supply of Honolulu, Inc.

RESEARCH AND SCHOLARSHIP

EDITORIAL ACTIVITIES:

Special Edition: James R. Wills, Jr. Editor, "Success and Challenges of Globalization"
Multinational Business Review, Vol. 12, No. 3 (2004).

International Marketing Review, Editorial Review Board (1981-present).

Journal of the Academy of Marketing Science, Editorial Review Board (1977 - 1982).

ARTICLES IN REFEREED JOURNALS:

Samli, A. Coskun, James R. Wills, Jr., Paul Herbig, "The Information Superhighway Goes International: Implications for Industrial Sales Transactions," The International Journal of Industrial Marketing Management, Vol. 26, No.1 (1997) pp. 51-58.

Jacobs, Laurence W., James R. Wills, Jr., A. Coskun Samli, and William R. Bullard, "Internationalization of Domestic Product Life Cycles: An Exploration of Causality," International Marketing Review, Vol. 14, No. 1 (1997) pp. 75-87

Samli, A. Coskun, Gregory P. Wirth, James R. Wills, Jr., "High-Tech Firms Must Get More Out of Their International Sales Efforts," The International Journal of Industrial Marketing Management, Vol. 23, No. 4 (1994) pp. 333-342.

Wills, James R. Jr., "Winning New Business: An Analysis of Agency Activities," Journal of Advertising Research, (October 1992).

Samli, A. Coskun, Laurence Jacobs and James R. Wills, Jr., "What Pre and Post Services Do You Need To Be Competitive?" The International Journal of Industrial Marketing Management, Vol. 21, No. 1 (1991) pp. 33-41.

Wills, James R. Jr., Samli, A. Coskun and Laurence Jacobs, "Developing Global Products and Marketing Strategies: A Construct and a Research Agenda," Journal of the Academy of Marketing Science, Vol. 19, No. 1 (1991) pp. 1-10.

Samli, A. Coskun and James R. Wills, Jr., "Strategic Issues for Hi Tech Marketing," Advances in Business Marketing: A Research Annual, Vol. 4, (Greenwich, CT: Jai Press, Inc.) 1990 pp. 177-200.

Samli, A. Coskun and James R. Wills, Jr., "Global Computer Marketing Strategies," The International Journal of Industrial Marketing Management, Vol. 18, No. 4 (1987) pp. 277-279.

Wills, James R., Jr., Laurence Jacobs and Aspy Palia, "Countertrade: Asia Pacific Dimensions", International Marketing Review, Vol. 3, No. 2, (Summer 1986) pp. 20-27.

Samli, A. Coskun and James R. Wills, Jr., "Strategies for Marketing Computers and Related Products," The International Journal of Industrial Marketing Management, Vol. 15, No. 1 (1986) pp. 23-32.

Ryans, John K., Jr., Saeed Samiee and James R. Wills, Jr., "Consumerist Movement and Advertising Regulation in the International Environment: Today and the Future," European Journal of Marketing, Vol. 19, No. 1, (1985) pp. 5-11.

Ryans, John K., Jr., William Shanklin, and James R. Wills, Jr., "Beware of Restrictive Business Practices Worldwide," Journal of International Marketing, Vol. 1, No. 2, (1982) pp. 81-89.

Wills, James R., Jr., and John K. Ryans, "Attitudes Towards Advertising: A Multinational Study," Journal of International Business Studies, (Winter 1982) pp. 121-131.

Ryans, John K., James R. Wills, Jr., Henry Bell and Karen Railey, "Consumerism and International Advertising," Australian Market Researcher, (June 1980) pp. 30-37.

Ryans, John K., Jr., and James R. Wills, Jr., "The Arab Boycott: A Real or Psychological Barrier," Akron Business and Economic Review, (Summer 1978) pp. 30-34.

Wills, James R., Jr., and John K. Ryans, Jr., "An Analysis of Headquarters Executive Involvement in International Advertising", European Journal of Marketing, Vol. 2, (August 1977) pp. 77-84.

ARTICLES IN EDITOR REVIEWED PUBLICATIONS:

Wills, James R., Jr., and Aspy Palia, "Managing Counter Trade," Euro-Asia Business Review, Vol. 6, No. 3, (October 1987).

Wills, James R., Jr., and Nick H. Huddleston, "Views From Abroad: Japan," Journal of Accounting Auditing and Finance, Vol. 5, (Summer 1982) pp. 368-372.

Wills, James R. Jr., "David and Goliath: A Case Study of Amdahl Inc.," Proceedings of the Twelfth Hawai'i International Conference on Systems Science 2 (January 1979) pp. 253-260.

Ryans, John K., Jr. and James R. Wills, Jr., "How Executives of U.S. Multinational Corporations Perceive Middle Eastern Countries," Foreign Trade Review, 12 (January-March 1978) pp. 463-474.

Wills, James R., Jr., "The Misunderstood Multinational Corporation," Carroll Business Bulletin, 15 (Winter 1976) pp. 9-12.

EDITED VOLUMES:

Wills, James R., Jr., and Elias Ramos, eds. "Europe 1992 Implications for Pacific Asian Business," Proceedings of the 1991 International Symposium on Pacific Asian Business (Honolulu, HI: Pacific Asian Management Institute, 1991).

Wills, James R., Jr., and Steve Dawson, eds. "Asia Pacific Dimensions of International Business," Proceedings of the Academy of International Business Pacific Basin Region (Honolulu, HI: University of Hawai'i, 1982)

Choi, Frederick D.S., Richard Moxon, Richard B. Peterson and James R. Wills, Jr., eds. Proceedings of the Academy of International Business Asia-Pacific Dimensions of International Business (Los Angeles, California: Western Publishing, 1979).

BOOK CHAPTERS:

Wills, James R., Jr., "Korea Marketing Challenge" in H.H. Lie and J.J. Lie, eds. Korean Management Today (Seoul, Korea: Manpower Development Institute, 1989) Chapter 7.

Wills, James R., Jr., "Stable Equilibrium in a Simple Closed Feedback System," in Arlyn J. Melcher, ed. General Systems and Organization Theory (Kent, OH: Kent State Press, 1975) pp. 81-86.

RESEARCH MONOGRAPHS:

Wills, James R., Jr., An Analysis of the Market for Applications of Geothermal Direct Energy in the Kilauea East Rift Zone, funded through the Pacific Business Center

Program by the Department of Business and Economic Development, State of Hawai'i, July 31, 1987, pp. 1-30.

Wills, James R., Jr., and Jane Nettesheim, International Business: Asia Pacific Dimensions of Growth funded by the Pacific International Center for High Technology Research, University of Hawai'i, (January 1985) pp. 1-31.

Ryans, John K. and James R. Wills, Jr., Consumerism's Impact on Advertising (New York: International Advertising Association, 1979) pp. 1-65.

Folk, Hugh, James Strachan and James R. Wills, Jr., Impact of Beverage Container Deposit in Hawai'i (Honolulu, HI: College of Business Administration, University of Hawai'i, 1979), Research Monograph Vol. 79-1, pp. 1-215.

PUBLISHED CONFERENCE PROCEEDINGS:

Samli, A. Coskun, James R. Wills, Jr., Chinfei Cheng and Kemal Ranadireksa, "International Sales Force Development: Cultural Congruence and Acculturation," The Fourth Bi-Annual World Marketing Congress Proceedings, Singapore, July 16-19, 1989.

Palia, Aspy and James R. Wills, Jr., "Genesis of Asia Pacific Countertrade," in Developments in Pacific-Asian Business: Education and Research Proceedings, Honolulu, HI, January 6-8, 1988, p.6.

Wills, James R., Jr. and Barbara Laflin, "Barter Trade and the PRC," Proceedings of the Academy of International Business Asia-Pacific Dimensions of International Business (December 1979) pp. 486-494.

Ryans, John K., James R. Wills, Jr. and Henry Bell, "International Advertising Regulation: A Transnational View," Conference Proceedings of the Midwest Marketing Association (April 1979) pp. 37-40.

Bell, Henry, Karen Riley, John Ryans, Jr. and James R. Wills, Jr., "Comparisons of U.S. and Non-U.S. Executive Views on Transnational Regulation: An Empirical Study," S.E. AIDS Proceedings (February 1979) pp. 127-128.

DISSERTATION:

Wills, James R., Jr., "The Role of Headquarter's Management in Non-Domestic Advertising Decisions," (Kent, OH: unpublished Doctoral Dissertation, 1976).

INSTRUCTION

I have taught at every level of the CBA curriculum- undergraduate, graduate and executive levels. My teaching evaluations are consistently favorable and above the CBA norm. Additionally I have served on dissertation and master thesis committees and I have been intensively involved in program and curriculum design. As an administrator, I have specifically made time to be in the classroom and occasionally teach a course as I did in the MBA evening program in the spring of 2003 and I also in the Executive MBA in the spring of 2001 and 2003. The full data set of courses taught and teaching evaluations is available upon request.

I have also taught numerous training and short courses at the executive and managerial levels. These programs were delivered locally and in Asia. For example, in cooperation with the East - West Center in the early 1990s I was the faculty director and lead instructor for a training program that provided executive training to Korea's leading steel firm, Posco. From 1995 to 2002, I co-taught a leadership training course on "Ethical Decision Making" for Bank of Hawai'i's management development program.

SERVICE TO THE UNIVERSITY COMMUNITY

Mānoa Leadership Team: the primary executive decision making body of the University of Hawai'i at Mānoa, comprised of those who report directly to the Chancellor. I serve on the MLT as the CBA's Interim Dean.

Advisory Budget Group: Mānoa Campus committee that serves in an advisory capacity to the Chancellor on budgetary matters including budget restructuring, planning, preparation and prioritization.

Educational Entrepreneurial Task Force: a review and advisory group for improving and /or focusing the scope of current entrepreneurial instruction at Mānoa.

During my tenure as a professor, I have accomplished numerous additional service activities as appropriate in my role as a professor. They are not listed here for the sake of brevity but are available upon request.