Stephen Bok

stephen.bok@csueastbay.edu

EDUCATION

Ph.D. Business Marketing (2018)
   The University of Texas at Arlington

M.B.A. Concentration in Marketing & Human Resource/Organizational Behavior (2013)
   California State University, East Bay

M.S.W. Concentration in Community Mental Health (2009)
   California State University, East Bay

B.A. Psychology (2007)
   California State University, East Bay

RESEARCH INTERESTS

Consumer Behavior & Consumer Psychology, Motivation, Learning, Compassion, Product & Brand Management, Leadership & Marketing Management, Social Media

PEER REVIEW PUBLICATIONS

Martin, D. and **Bok, S**. (2015). Social dominance orientation and mentorship: Mitigating hierarchical preference through work roles or just low expectations? *Personnel Review*, *44*(4), 592-610.

CONFERENCE PUBLICATIONS

Le, C. and **Bok, S.** (9/2019). "Growing a Marketing Internship Program with Customer Relationship Management Principles and Digital Salesmanship". *Position Paper Marketing Management Association Fall Educators' Conference*, Santa Fe, NM.

Syrdal, H. and **Bok, S.** (5/2016). "What Drives Consumer Behaviors Expressed on Social Media? An Examination of Engagement and Source Credibility". *Proceedings of the Academy of Marketing Science*, Orlando, FL.

WORKING PAPERS

Martin, D., Heineberg, P.G.Y., Bortolini, T., Vo Edwards, A. and **Bok, S.** (2019). "Social Dominance and Leadership: The Mediational Effect of Compassion". (*under review*)

Martin, D., Vo Edwards, A., and **Bok, S.** (2019). "How to Scale Soft Skills". (*under review*)

"Comparing Apples to Bananas to Oranges: The Impact of Lay Health Associations to Average Daily Caloric Intake". (*submitted manuscript*)

"The Impact of Hypocritical Leadership on Brand Favorability and Turnover on Social Media" with Dr. Larry Chonko (*submitted manuscript*)

"When a Hypocritical Leader Responds: The Influence of Apologizing or Doubling-Down on Social Media Likes after Negative CSR Publicity" with Dr. Larry Chonko (*submitted manuscript)*

"Who Said What?: The Influence of Source Credibility on Service Providers' Social Media Content" with Dr. Holly Syrdal *(preliminary analysis complete; developing manuscript for Journal of Research in Interactive Marketing)*

"Unique Brand Identification to Local Breweries, not Quite that Heterogenous" with Melanie Gold *(preliminary analysis complete)*

"The Politically Innocent Bystander: Deferred Turnover in the Face Against Unfavorable Odds" (*data collected with 2 studies complete*)

"Does Health Consciousness Influence Hedonic or Utilitarian Food Selection?" (*data collected with 2 studies complete*)

"Direct Sales Management: Do Public Social Media Company Policies Relate to Online Sales Performance?" with Dr. Larry Chonko (*data collection*)

"Celebrity Underwhelming Effect: The Cost of Weak Messaging that Undermines the Benefits of Celebrity Endorsements" (*data collection*)

TEACHING EXPERIENCE

The University of Texas at Arlington, 701 S Nedderman Dr., Arlington, TX 76019

MARK 3370 **Social Media Marketing**
MARK 3322 **Professional Selling**
MARK 5329 **Sales and Sales Management**
MARK 4311 **Marketing Research**
MARK 3321 **Principles in Marketing**
MARK 3324 **Buyer Behavior**
MARK 4322 **Advanced Marketing Management Strategy**

PROFESSIONAL EXPERIENCE

Lecturer (2019)   The University of Texas at Arlington
Graduate Teaching Assistant (2014-2018)   The University of Texas at Arlington
Marketing Assistant (2016)   Gold Standard PR
Research Fellow (2014)   Stanford University
Research Assistant (2013)   Stanford University
Marketing Consultant (2013)   Big White House Winery
Marketing Consultant (2012)   City of San Leandro

ACADEMIC SERVICE

Publication Reviewer
Business Association of Latin American Studies (BALAS) (2016)
Academy of Marketing Sciences (AMS) (2016)
Personnel Review (2016-current)

Conferences
The University of Texas at Arlington 50th Year Celebration, College of Business Marketing
Research Conference, Arlington, TX (3/2016)
Annual Celebration of Excellence by Students (ACES) symposium, undergraduate poster
judge, Arlington, TX (3/2015, 3/2016)
Northern California HR Association West Conference, Oakland, CA (4/2013)
Compassion and Technology Conference, Stanford, CA (12/2013)
TEDx Applied Peace Innovation, Hayward, CA (5/2013)

University Student Government Positions
California State University, East Bay 25800 Carlos Bee Blvd., Hayward, CA 94542
Director, College of Science (2006-2007)
Chair, Colleges Committee (2006-2007)
Member, Career Development Center Directorship Hiring Committee (2007)

COMMUNITY SERVICE

Community Advisory Board Member, Asian Americans for Community Involvement (2010-2013)
Volunteer, Asian Pacific Islander Wellness Center (2006-2012)

MEMBERSHIPS

American Marketing Association
Beta Gamma Sigma (The University of Texas at Arlington Chapter)
The University of Texas at Arlington Alumni Association
California State University, East Bay Alumni Association

CERTIFICATIONS

Responsible Conduct of Research Certificate, The University of Texas at Arlington (2015)
Certificate in College Teaching, The University of Texas at Arlington (2015)

GRANTS/AWARDS/HONORS

The University of Texas at Arlington Distinguished Graduate Research Fellowship (2018)
The University of Texas Archer Center Summer Fellowship, Washington D.C. (2016-2016)
Graduate Doctoral Teaching Fellowship, The University of Texas at Arlington (2014-2018)
Enhanced Graduate Teacher Assistantship, The University of Texas at Arlington (2014-2018)
San Mateo County Graduate Scholarship, San Mateo, CA (2009-2010)
James Morehouse Project Grant, El Cerrito High School, El Cerrito, CA (2008)
Joan Sieber Ric Tombari Graduate Scholarship, California State University, East Bay (2007)
Student Graduation Commencement Speaker, California State University, East Bay (2007)
Student of the Year Award, Jefferson School District, Daly City, CA (2000-2001)
Service Award, Jefferson School District, Daly City, CA (2000-2001)
Academic Performance Award, Jefferson School District, Daly City, CA (2000-2001)
Board of Education Recognition Award, Jefferson School District, Daly City, CA (2000-2001)

COMPUTER SKILLS

SPSS, Qualtrics (JavaScript), Statistical Analysis Software (SAS) Proc Mixed Hierarchical Linear Modeling (HLM), Number Cruncher Statistical System (NCSS) 10, Structural Equation Modeling (MPlus/AMOS), Amazon Mechanical Turk, Comprehensive Meta-Analysis, MetaWin, NVivo 10, SurveyMonkey, MailChimp, Microsoft Office, Google Applications (Scholar, Moderator, and Trends), Academic Databases (i.e. JSTOR and PsycINFO), APA Citation Software (Zotero), Blackboard, Adobe Reader Professional, and Adobe Premiere Professional Video Editor.