

1. Curriculum Vitae:

Prof.dr. John Stanton je rođen 4. augusta 1945. u New Jersey, SAD. Doktorirao je na Univerzitetu Syracuse, School of Management, augusta 1973. Glavni istraživački interesi su: Marketing, Statistika i kvantitativne metode, Socijalna psihologija. Dobitnik je velikog broja nagrada i priznanja za svoj znanstveni rad kako na univerzitetu tako i u prehrambenoj industriji. Dobitnik je nagrade za izvanrednu nastavu (1990) I izvanredne Istraživačke rezultate (1989), na Saint Joseph's University, Philadelphia. Dobitnik je nagrade države Florida za razvoj industrije agruma više puta. Ministarstvo za poljoprivredu SAD-a ga je nagradilo specijalnom nagradom za istraživanje u području usjeva u iznosu od \$375,000. Član je više upravnih odbora Instituta na univerzitetima i odbora direktora velikih kompanija u prehrambenoj industriji. Glavni je urednik više svjetskih časopisa koji se bave tematikom marketinga u prehrambenoj industriji.

1.2. Obrazovanje

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| 1973 | Doktorirao na Univerzitetu Syracuse, School of Management, SAD |
| 1968 | Diplomirani inženjer, State University of New York at Syracuse, SAD |

1.3 Profesionalna karijera

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| 2008- prezent | Profesor marketinga u prehrambenoj branši, Department of Food Marketing, Saint Joseph's University, Philadelphia, Pennsylvania |
| 1996-2008 | Profesor marketinga u prehrambenoj branši, Department of Food Marketing, Saint Joseph's University, Philadelphia, Pennsylvania |
| 1994 -1996 | Podpredsjednik marketinga, Melitta North America Šef svih marketinških aktivnosti za SAD, Canada, and Central America |
| 1985 - 1994 | C. J. McNutt Voditelj istraživanja marketinga u prehrambenoj branši, Department of Food Marketing, Saint Joseph's University, Philadelphia, Pennsylvania |
| 1983 - 1985 | Direktor, Istraživanje Marketinga, Weightman Advertising, Inc., Philadelphia, Pennsylvania |
| 1983 - 1983 | Viši Fulbright predavač, University of Dar es Salaam, Tanzania |
| 1981 - 1984 | Direktor, Institut za istraživanje u konzumaciji hrane i ishrane; Vanredni Profesor Marketinga, Temple University, Philadelphia, Pennsylvania |
| 1980 - 1981 | Vanredni Profesor Marketinga, Temple University, Philadelphia, Pennsylvania |

- 1978 - 1980 Vanredni Profesor i predsjedatelj odjela za Marketing, Temple University, Philadelphia, Pennsylvania
- 1976 - 1978 Direktor doktorskog programa (Business Administration); Docent Profesor Marketinga, Temple University, Philadelphia, Pennsylvania
- 1977 - 1978 Gostujući Profesor, Federal University of Rio de Janeiro, Brazil
- 1973 -1976 Docent Profesor Marketinga, School of Business Administration, Temple University, Philadelphia, Pennsylvania
- 1973 - 1973 Statistički programer, Analiza sistema, Psychological Research Center, Syracuse University
- 1970 - 1973 Instruktor, Department of Management, School of Management, Syracuse University
- 1968 - 1970 Analitičar programer, State University of New York at Syracuse

2. Stručni i naučni rad

2.1. Knjige i monografije

- *Winning Marketing Strategy: the Rules* Raphel Publishing, 2009
- *Precision Target Marketing*, Raphel Publishing, 2009
- *MORE Stanton on Food Marketing*, Fidler Doubleday , 2004.
- *Delightful Customer Service: 12 Steps to a Better bottom Line Rhetoric to Results* SLC Associates 2005
- *Running a Supermarket Consumer Focus Groups*, SLC Publishing, New Jersey, 2002
- *Stanton on Food Marketing*, Putman Publications, Itasca, IL, 2001.
- *Delighting the EPA Customer: A handbook for success*, United States Environmental Protection Agency, Government Printing Office, Washington DC 2000. Co-authored
- *Marketing Planning in a Total Quality Environment*, Jaico Publishing House, Calcutta, India, 2000, with Robert Linneman.

- *El Marketing de las empresas de la industria alimenticia en el siglo XXI*, HSM Seminarios Internacionales, Buenos Aires, Argentina. The monograph 236 pages in both English and Spanish, and presents the major contemporary issues in Food Marketing worldwide.
- *21 Trends in Food Marketing for the 21st Century*, Raphel Publications, 1997.
- *Success Leaves Clues!, Revised Edition*, Silver Lake Publishing, 1998.
- *Marketing Planning in a Total Quality Environment* (in Korean), 1997, with Robert Linneman
- *325 Ways to Make Customers Feel Like Your Supermarket is Their Supermarket*, Raphel Publications, 1996, with Robert Linneman
- *Marketing Planning in a Total Quality Environment*, Haworth Press, 1996, with Robert Linneman
- *Making Niche Marketing Work*. McGraw-Hill, New York, (1991). Co-authored. Also published in *Thai, Korean, and Hebrew* (Triwaks Enterprises/Matat Publishing House, Tel Aviv)
- *Delight Me ... The Ten Commandments of Customer Service*, Raphel Publications, 1996.
- *Success Leaves Clues!, First Edition*, SLC Associates, 1994,
- *Marketing De Nichos-Una Estrategia Vencedora*, MAKRON Books Do Brazil Etidora Ltda. Sao Paulo, (1993)
- *Nischen-Marketing*, Campus Verlag GmbH, Frankfurt, Germany (1992)
- *Marketing Research: A Brand Management Approach*, Saint Joseph's University Press, Philadelphia, PA (January 1989) with Joseph Eastlack
- *Deli Sales Strategies*, International Dairy Deli Association, Madison, WI (August 1988) with Patrick Kirschling

2.2 Recenzirani naučni radovi

1. Stanton, John, Marty Meloche, "Macroeconomic Determinants of Private Label Penetration" *International Journal of Food and Agribusiness*
2. John L. Stanton, James B. Wiley and Ferdinand Wirth. 2011. "Marketing Contra to the Trend: Back to Basics." *Romanian Distribution Committee Magazine*, Scientific Review of the Romanian Distribution Committee, 4(4): 22-27.

3. Wirth, Ferdinand F., John L. Stanton and James B. Wiley. 2011. "The Relative Importance of Search versus Credence Product Attributes: Organic and Locally Grown." *Agricultural and Resource Economics Review*, 40(1): 48-62.
4. Stanton, John, Marty Meloche and Peter Charette, "Defining bar food consumption patterns in United States chain restaurants" in the journal *Worldwide Hospitality and Tourism Trends*.
5. Stanton, John Neal Hooker, Ekaterian Salnikova, "A Comparison of Process and Ingredient Claims in US and EU Foods." in *Romanian Distribution Committee Journal*, Vol. 3 no. 3, 2011.
6. Stanton, John, "Advertising to the Older Consumer Becomes More Important." *Holistic Marketing Journal*, Vol. 2 no. 2, 2011
7. Stanton, John, James Wiley, and Ferdinand Wirth "Who Are The Locavores?" *Journal of Consumer Marketing*, Volume 28, Winter '11.
8. Tucci, Stanton and Baglione Self-reported Nutritional Knowledge and the Acceptance of Health Related Food Benefit Claims, , *British Food Journal* to Appear in 2011
9. Stanton and Meloche, Private label growth: Quantitation of Influencing variables, 8th CIRCLE conference, Dubravonik, April 2011 (abstract) page 64 ISBN 978-053-6025-40-4
10. Stanton, John, James Wiley, and Ferdinand Wirth, *Proceedings Academy Australian and New Zealand (ANZMAC) Conference 2010* ISBN for Proceedings
11. Wirth, Ferdinand F., John L. Stanton and James B. Wiley. 2011. "The Relative Importance of Search versus Credence Product Attributes: Organic and Locally Grown." *Agricultural and Resource Economics Review*, 40(1): 1-10 (In press)
12. Lang Mark, , John Stanton, Richard Lancioni, Kenny Herbst, *The Role of Hedonistic and Emotional Response in Food Shopping*, 17th INTERNATIONAL CONFERENCE on Recent Advances in Retailing and Consumer Services Science, July 2010
13. Stanton, John and Martin S. Meloche. "Comparison of Distilled Spirit Consumption Patterns in the United Kingdom and the United States: A Syndicated Data Approach" in *Worldwide Hospitality and Tourism Themes*. Vol II #3 2009
14. Herbst, K. C., Stanton, J. L., Amodeo, C. M., and Costello, A. T. The interplay of trust, shopping frequency, and service as predictors of private label purchase. 2007 Vol 1 , *World Journal of Retail Business Management*

15. Changes in family dynamics predict purchase and consumption *British Food Journal*, Herbst, K. C., and Stanton, J. L. Vol 109 issue 8 2007 pp648-655.
16. Herbst, K. C., Stanton, J. L., and Armstrong, G. A. (2006). Don't be fooled: Profits result from being innovative and meeting consumers' need for convenience. *Innovative Marketing*, 2, 23-28.
17. Stanton, J. L., and Herbst, K. C. (2006). Slotting allowances: Short-term gains and long-term negative effects on retailers and consumers. *International Journal of Retail and Distribution Management*, 34, 187-197.
18. Stanton, J. L., and Herbst, K. C. (2006). The effects of current market forces on the impact of a TV commercial in creating persuasion: Advertising agencies cannot do it all alone! *Journal of Promotion Management*, 12, 119-135.
19. Stanton, J. L., and Herbst, K. C. Commodities must begin to act like branded companies: Some perspectives from the United States. *Journal of Marketing Management*. Volume 21, Special Issue 1-2, pages 7-18.
20. Age-related differences in advertising: Recall and Persuasion, *Journal of Targeting, Measurement and Analysis in Marketing*, 2004, Volume 12 No. 1, pp7-20.
21. A Research Program for Evaluating Concepts for New Mushroom Products , ISMS XVIth International Congress, Miami, FL April, 2004. Proceedings
22. Las Nuevas Corritas de Publicidad, Innovadores, *The Seminarium letter*, Number 12 Marzo/Abril 2004 p. 10 Quito Ecuador
23. Comparative Persuasive Effectiveness of Executional Elements in TV Food for 15 second and 30 second Commercials, *Journal of International Food and Agribusiness Marketing* , Volume 15, Nos. 1 & 2
24. An approach to Model, Estimate, and Control the Effects of Ambient Temperature on Advertising Experiments, *Journal of Food Products Marketing*, Volume 7 number 1/2.
25. Know the Market: Latin American Retail Environment, *Journal of Food Product Marketing*, Volume 6, number 4.
26. "Food Product Marketing," *Encyclopedia of Food Science and Technology 2nd edition*, Y. Hui, editor, John Wiley and Sons, New York, 1999, co-authored.
27. "Ejercit e sus Musculos" *Gestion*, May 1999. Gestion means Management is Spanish and is published in cooperation with the Harvard Business Review. It was written in English by John L. Stanton and translated into Spanish.

28. Comparative Effectiveness of Executional Elements in TV Advertising: 15 versus 30-second Commercials, *Journal of Advertising Research*, with Jeff Burke November/December 1998.
29. "Downsizing Takes Toll on Brands", *Journal of Marketing Management*, Spring/Summer 1998.
30. The Food for Health Business: Opportunities and Pitfalls, *Journal of Food Products Marketing*, Vol.5 No. 3, pp. 3-7.
31. Niche Marketing Programs, *Journal of the Association of Marketing Educators*, Winter/Spring, 1998. pp.
32. "Employed Wives and Convenience Food: A Review and Re-Examination," *Business Journal* (University of Southern Connecticut), 1997, co-authored
33. "Consumption of Sugars," *Supplement to the American Journal of Clinical Nutrition*, 1995, co-authored
34. Zabojcy Marek (Killing Brands)," in *Serwis Marketing* (Polish publication), Luty, 1996
35. "A Game Plan for Regional Marketing," *Journal of Business Strategy*, Nov/Dec (1992). Co-authored.
36. "Mining for Niches," *Business Horizons*, May/June (1992). Co-authored.
37. "Food Product Marketing," *Encyclopedia of Food Science and Technology*, Y. Hui, editor, John Wiley and Sons, New York, 1991, co-authored.
38. "Serum Cholesterol, Fat Intake and Breakfast Consumption in the United States Adult Population," *Journal of the American College of Nutrition*, Vol. 8, No. 6 (1989). Co-authored.
39. "Health Claims: A Further Discussion," *Journal of Nutrition Education*, Vol. 21, No. 1 (February 1989), co-authored.
40. "The Bandwagon Isn't Moving ...Yet" *Journal of Advertising Research*, Vol. 28, No. 2 (April/May 1988), Co-authored.
41. "Health Claims in Food Advertising: Is There a Bandwagon Effect?," *Journal of Advertising Research*, Vol. 27, No. 2 (April/May 1987) Co-authored.
42. "Pattern Analysis in Nutrition: A Review," *Clinical Nutrition*, Volume 5 (November/December 1986) pp. 249-253, Co-authored

43. "Obesity and Caloric Intake: The National Health and Nutrition Examination Survey of 1971-1975 (HANES I)," *Journal of Chronic Disease*, Vol. 38, No. 9 (1985) pp. 727-732, Co-authored
44. "Blood Pressure and Nutrient Intake in the United States," *Nutrition Today* (July/August 1984) pp. 14-23. Co-authored
45. "Blood Pressure and Nutrient Intake in the US," *Science*, Vol. 224 (June 29, 1984) pp. 1392-1398, Co-authored
46. "Evaluating Retail Trade Areas for Convenience Stores" *Journal of Retailing*, Vol. 60, No. 1 (Spring 1984) pp. 124-136, Co-authored
47. "Application in Practice: A Researcher's Point of View," *Journal of Dietetic Software*, Vol. 1, No. 1, (Winter 1983-1984) p. 5
48. "Obesity and Caloric Intake: The National Health and Nutrition Examination Survey of 1971-1975 (HANES I)," *Journal of Chronic Disease*, Vol. 38, No. 9 (1985) pp. 727-732, Co-authored
49. "Application in Practice: A Researcher's Point of View," *Journal of Dietetic Software*, Vol. 1, No. 1, (Winter 1983-1984) p. 5"Assessment of Nutritional Correlates of Blood Pressure Regulations" *Annals of Internal Medicine*, 98 Part 2: 715-719 (1983), Co-authored
50. "Using Multiple Scenarios for Strategic Environmental Assessment: Implications for Marketing Management," *Marketing Intelligence & Planning*, Vol. 1, No. 1 (1983) Co-authored
51. "Problem in Marketing Research in Latin America," *Journal of Marketing Research Society* (Winter 1982), Co-authored
52. "Reply to Letter by Schardt and Jones" *American Journal of Clinical Nutrition* (35: June 1982) pp. 1498-1500, co-authored
53. "The Measurement of Consumption: The Comparison of Surveys and Diaries," *Journal of Marketing Research*, (May 1982), Co-authored
54. "Demographic, Dietary, Lifestyle, and Anthropometric Correlates of Blood Pressure," *Hypertension*, H82-319R (September/October 1982), Co-authored
55. "Authors Rebut "Soup and Health" Nutrition Summary," *Journal of Nutrition Education*, (14: March 1982), pp. 10-11
56. "A Quantitative Rationale for the Ingestion of a Minimal Health-Maintenance Ratio of Polyunsaturated/Saturated Fatty Acids," *American Journal of Pharmacy*,

Vol. 154, No. 2 (April/June 1982), Co-authored

57. "Food, Eating Patterns, and Health," *American Journal of Clinical Nutrition*, (December 1981), Co-authored
58. "Reply to Dr. Lowenstein," *American Journal of Clinical Nutrition*, (December 1981) Co-authored
59. "Reply to Dr. Chen," *American Journal of Clinical Nutrition*, (December 1981) Co-authored
60. "How has the Quantity and Quality of the American Diet Changed During the Past Decade?" *Food Technology*, Vol. 35:9, pp. 50-57 (September 1981), Co-authored
- 61.
62. "Food Eating Patterns and Health: A Re-examination of the TEN STATE and HANES I Surveys," *American Journal of Clinical Nutrition*, Vol. 34, pp. 568-580 (April 1981), Co-authored
63. "Psychology of Brand Preference," Published in *Readings in Psychology*, Steven Gilbert (editor), Genn Publishing, Lexington, MA (July, 1980)
64. "Product Safety, The Role of Advertising," *Journal of Advertising*, Vol. 7 (March 1979), Co-authored
65. "Replication of a Choice Model," *Decision Sciences*, Vol. 9 (January 1978) pp. 120-128, Co-authored
66. "Perceptual Mapping of Consumer Products and Television Shows," *Journal of Advertising*, Vol. 6, No. 2 (Spring 1977) pp. 16-22, Co-authored
67. "CHOICE: A Program to Derive the Parameters of the Davidson Extension of the Bradley-Terry Model" *Journal of Marketing Research*, Vol. XIII (November 1976) pp. 409-410, Co-authored
68. "Forecasting Competitive Advertising Using Simple Time Series Models," *Journal of Advertising Research*, Vol. 16 (April 1976) pp. 37-42, Co-authored
69. "Psychological Need/Product Attribute Approaches for Television Programming," *Journal of Advertising*, Vol. 5 (Spring 1976) pp. 19-24, Co-authored
70. "Personality as Influencing Factor in Decision Making," *Organizational Behavior and Human Performance*, Vol. 15 (1976), pp. 241-257
71. "Perceptual Mapping of Consumer Product and Television Shows," *Journal of Organization and Human Performance*, Vol. 15 (1975) pp. 241-257, Co-authored

72. "A Congruence Model of Brand Preference: A Theoretical and Empirical Study," *Journal of Marketing Research*, Vol. 11 (November 1974) p. 427, Co-authored

2.3. Uredništvo u časopisima

Editor in Chief - Journal of Food Products Marketing - 1994-present

Editor in Chief- Journal of International Food and Agribusiness -2011

Editor (for USA)- International Journal of Sales, Retail and Marketing 2011

Editorial Board, Romanian Distribution Committee Magazine, 2011-present

Editorial, Holistic Marketing Management Journal 2011-present

Editorial Board- Innovative Marketing Journal 2010-present

Editorial Board, World Journal of Retail Management, Leeds Metropolitan University, 2006- present

Review Editor - British Journal of Food Marketing - 1993-2003

Contributing Editor- *Food Processing* magazine 2002-2005

2.4. Nagrade, grantovi, odbori i stipendije

USDA, Specialty Crop Research Award, ~ \$375,000

Gerald Peck Fellowship for research in the food industry, 2004-2006.

Tengelmann Teaching and Research Award, Excellence in research and teaching, 2004

Member, European Retail Association, Koln, Germany 2004-current

Board member, Consumer Trends Forum (previously Home Economists in Business) 2002-continuing

Board of Directors, Frankford Candy Company, Philadelphia PA 2008-continuing

Board of Directors, Herr's Foods, Nottingham PA 2002-continuing

Board of Directors, Pennsylvania Dairy Stakeholders, 2007- continuing

Chairman, Board of Quality Assurance, Cargills Food Retail/Marketing Educational Institute, Colombo, Sri Lanka 2005-

Board of Quality Management for the Food and Agribusiness Masters Degree Program, Hochschule Anhalt, Germany 2001-continuing

Research Award, National Cattlemen Association, Audit international beef advertising and promotion activities.

Research Award Mushroom Council for the creation of strategies to overcome consumer purchase obstacles, 2003 and 2004.

Research Award Florida Department of Citrus for the development of a marketing strategy for fresh grapefruit, 2002.

Research Award Florida Department of Citrus for investigation into the relationship of citrus consumption and health outcomes using US government data. July 1998.

Contract from an Estonian Investment Bank to create a supermarket chain throughout the Baltics, and Western Russia. Involved in every aspect of business creation from site location to training employees. 1997

Keynote Speaker for Republic of China's "Celebration of Excellence" (Taiwan's National equivalent of the Baldrige Awards), 1995, with Robert Linneman.

Outstanding Teaching Award (1990) and **Outstanding Research Award** (1989), Saint Joseph's University

Sabbatical Award (1992) Saint Joseph's University, Developing marketing strategy for Tengelmann, Inc., the world's largest food retailer. Lived and worked for nine months in Germany.

Invited Speaker, U.S. Agency for International Development (USAID), Antananarivo, Madagascar (March 1989)

Judge: Admark Competition for Excellence in Food Advertising, Food Distributors International, (previously National Association of Wholesale Grocers of America) Washington, DC, 1989 to present.

Judge: Advertising and promotional excellence in foodservice sponsored by Institutional Foodservice Distributors Inc. Washington DC 1999 to present.

USDA contract to reconcile large scale government food consumption studies to other studies such as A.C. Nielsen, SAMI, and Market Research Corporation of America, 1980. Amount: \$160,000/one year. Research contracts for multiple years from Kellogg, Campbell Soup Company, Frito Lay, Procter & Gamble, and many others

U.S. International Communication Agency Speaking Tour Award. Visited Kenya, Tanzania, Senegal, Brazil and Yugoslavia, 1978-79

Research and Study Leave: Temple University, traveled to Brazil to co-research Brazilian consumer, 1977

Grant-in-Aid of Research: Temple University, investigated efficacy of models of brand preference (co-recipient), 1974