

Sari Silvanto, Ph.D.

Assistant Professor, Management & Marketing
College of Business Administration and Public Policy
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Education

- 2000- 2007 PhD in Industrial and Business Studies
UNIVERSITY OF WARWICK, Coventry, UK
Warwick Business School (AACSB accredited)
Dissertation title: “*A Study of Behavioral, Attitudinal, and Demographic Factors Impacting Online Consumer Behavior among Generation Y Consumers.*”
- 1998- 1999 MSc in Marketing Management
ASTON UNIVERSITY, Birmingham, UK
Aston Business School (AACSB accredited)
- 1994-1998 BBA in International Business
AALTO UNIVERSITY SCHOOL OF BUSINESS (AACSB accredited)
(Formerly known as the Helsinki School of Economics), Helsinki, Finland

Teaching Experience

- 2015 – CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS
College of Business Administration & Public Policy
Assistant Professor, Management & Marketing
Courses taught: Principles of Marketing, Marketing Management,
International Marketing, Marketing Research, Advertising & Promotion
Management
- 2013 – 2015 UNIVERSITY OF CALIFORNIA, RIVERSIDE
A. Gary Anderson Graduate School of Management / School of Business Admin.g
Full-time lecturer in Marketing
Courses taught: Services Marketing, Marketing Strategy,
Advertising, Consumer Behavior

- 2008 – 2013 UNIVERSITY OF REDLANDS
Visiting Assistant Professor / Lecturer in Business Administration
Courses taught: Consumer Behavior, Global Marketing,
Principles of Marketing, International Business.
- Spring 2006 SAINT LOUIS UNIVERSITY (MADRID CAMPUS), Madrid, Spain
Visiting Professor/Instructor
Courses taught: International Marketing
- 2000-2004 UNIVERSITY OF WARWICK, Warwick Business School, Coventry, UK
Graduate Teaching Assistant / Part-Time Instructor
Courses taught: International Business Environment, Marketing Analysis,
Organizational Behavior

Selected Publications

“An Empirical Examination of Nation Branding for Attracting Internationally Mobile Skilled Professionals” (with J. Ryan and Y. McNulty), *Career Development International*, Vol 20. No 3 (2015), pp. 238-258. (SSCI indexed journal).

“A Contextual, Theoretical and Empirical Analysis of the Uses of University Degrees as Symbolic Capital in Self-Initiated Expatriation” (with J. Ryan and H. Ozkaya), *European Journal of International Management*, Vol 9. No. 5 (2015), pp. 614-634. (SSCI indexed journal).

“Relocation Branding: A Strategic Framework for Attracting Talent from Abroad” (with J. Ryan), *Journal of Global Mobility*, Vol 2. No. 1 (2014), pp 102-120. (Scopus indexed journal)

“A Study of the Key Drivers of the Strategic Use of the World Heritage Site Designation as a Destination Brand” (with J. Ryan), *Journal of Travel and Tourism Marketing*, Volume 31, No. 3 (2014), pp. 327-343. (SSCI indexed journal).

“The Critical Role of Corporate Brand Equity in B2B Marketing: An Example and Analysis” (with J. Ryan) *The Marketing Review*, Volume 13, No. 1 (2013), pp 39-50.

“The Impact of Experience-Based MBA Educational Programs on International Career Mobility” (with J. Ryan and H. Brown), *Journal of Global Mobility*, Volume 1, No. 1 (2013), pp. 28 – 45. (*Scopus indexed journal*)

“The Promotion of UNESCO Biosphere Reserves as Tourist Destinations: A Preliminary Examination of Trends and Implications” (with J. Ryan and V. Seitz), *International Journal of Business and Globalisation*, Vol. 10, No.3 (2013), pp 309-324.

“A Brand for all the Nations: the Development of the World Heritage Brand in Emerging Markets” (with J. Ryan), *Marketing Intelligence and Planning*, Vol. 29, No. 3. (2011), pp. 305 - 318. (*Scopus indexed journal*)

“World Heritage Sites: The Purposes and Politics of Destination Branding” (with J. Ryan), *Journal of Travel and Tourism Marketing*, Vol. 27, No. 5. (2010), pp 533-545. (*SSCI indexed journal*).

“The World Heritage Site List: The Making and Management of a Brand” (with J. Ryan) *Place Branding and Public Diplomacy*, Vol. 5, No. 4. (2009), pp. 290 - 300. (*Scopus indexed journal*)

Conference Proceedings

"Generation Y Consumers and Online Shopping: Investigating Gender Differences in Trust, Experience and Shopping Channel Preference", in *Gender and Consumer Behavior*, Volume 7 (2004), Association for Consumer Research.

“The Relative Impact of Online Trust on Consumer Shopping Channel Preference: The Internet versus Stores” (with S. Dibb), proceedings of the 33rd EMAC (European Marketing Academy) Annual Conference in Murcia, Spain, May 2004.

“The Role of Consumer Trust in Online Shopping”, presented and published in the conference proceedings, doctoral colloquium, Academy of Marketing Annual Conference, Gloucestershire, UK July 2004.

“The Impact of Trust in the Conversion of Browsers into Buyers in the Online Environment”, presented in the 13th EDAMBA Summer School in Soreze, France, 29 July – 3 August, 2004

Research Grants and Awards

- Finnish Cultural Foundation Research Grant, Finland (2001, 2002 and 2003)
- Foundation for Economic Education Research Grant, Finland (2004)
- Emil Aaltonen Foundation Research Grant, Finland (2003)
- Dr. H.C. Wallenberg Foundation Research Grant, Finland (2002)
- Honkanen Foundation Research Grant, Finland (2004 and 2005)
- British Academy of Marketing bursary award to attend and present a paper at the Academy of Marketing Annual Conference in Cheltenham, Gloucestershire, UK in July 2004.
- Warwick Business School bursary award to attend the 13th EDAMBA Summer School in Soreze, France, 29 July – 3 August 2004.

Professional Work Experience

M-Real Corporation, Finland, Market Analyst (1999-2000)

In charge of various areas of business intelligence and knowledge management, as well as research and analysis of market and competitor information for corporate decision making (Mreal is one of Europe's leading suppliers of paper, paperboard and packaging solutions).

Languages

Finnish, English, German, Swedish, Spanish