

THE UNIVERSITY OF MICHIGAN

*Regents Communication*

ACTION REQUEST

**Subject: Report of Faculty Retirement**

**Action Requested: Adoption of Retirement Memoir**

**Scott D. Johnson, Ph.D.**, professor of marketing in the School of Management (SOM), University of Michigan-Flint, retired from active faculty status on December 31, 2023.

Scott Johnson received his B.A. degree (1977, Phi Beta Kappa) and M.B.A. degree (1981) from the University of Minnesota and his Ph.D. (1990) degree from Michigan State University. He joined the University of Louisville faculty as an assistant professor in 1991, and was later tenured and promoted to associate professor. Professor Johnson then joined Minnesota State University, Mankato, Minnesota as dean of the College of Business in 2002, where he was later promoted to professor. In 2009, he accepted the position as dean of the College of Business at Illinois State University and served there until becoming dean of the School of Management at the University of Michigan-Flint in 2013. He served as dean for eight years at the University of Michigan-Flint before returning to his role as professor of marketing in the two years prior to retirement.

Professor Johnson's research focused on word-of-mouth communication and recommendation-based decision making and later the emerging global middle class. He published in journals such as the *Journal of Business Research*, *Business and Professional Ethics Journal*, *International Business Review*, *Journal of the Academy of Marketing Science*, *Journal of Financial Planning*, the *Journal of Education for Business*, *The International Executive*, *Journal of Advertising*, and *The CPA Journal*. He taught MBA courses in the U.S., Hong Kong, and Athens and helped expand international exchange opportunities for students throughout his career. He treasures his honorary lifetime membership of the Student Marketing Association given to him by his students. During his career, he offered seminars in the areas of customer and patient satisfaction and served as an expert witness in cases related to trademark dilution. He served on twenty peer review accreditation teams for AACSB International, the premier accrediting body for business schools. He also served on the AACSB Continuous Improvement Review Committee and was president of the MidAmerican Business Deans Association (MABDA).

The Regents now salute this distinguished faculty member by naming **Scott D. Johnson, professor emeritus of marketing**.

**Requested by:**



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**Sally J. Churchill, J.D.**  
Vice President and Secretary of the University

**December 2023**