

John D. Jinkner

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EDUCATION

Jacksonville University, Davis College of Business, Jacksonville, Florida
D.B.A., Business Administration, Marketing, *expected* May 2017
Masters concentration, Finance

University of North Florida, Coggin College of Business, Jacksonville, Florida
M.B.A., Business Administration, Management, December 2002
B.B.A., Business Administration, Management, May 2000
B.B.A., Business Administration, Transportation and Logistics, May 2000
Honors in the Major: Electronic Data Interchange, University of North Florida, May 2000

PROFESSIONAL AND UNIVERSITY SERVICES

Jacksonville University:
DBA Assistantship, Kinne Merit Scholarship, Phi Kappa Phi

Webster University:
Faculty Chair (Mentor): MBA, Finance and IT programs, Webster University
Faculty Alumni Sponsor: Webster Metro Jacksonville Alumni Program, Webster University
First place – Webster Worldwide Capstone Competition (2), Faculty Award for Excellence

University of North Florida:
Honors in the Major: Bosnian Refugee Support Program, University of North Florida
Faculty Search Committee Member: Eminent Scholar and Professor for the Paper and Plastics Research
Foundation Endowed Chair for Supply Chain Management, University of North Florida
Beta Gamma Sigma, Outstanding Graduating Student – Transportation and Logistics, Outstanding Graduate
Student – Management Marketing and Logistics, Scholarship – Council of Logistics Management, UNF
Research magazine for Electronic Data Interchange research

CSX Transportation:
Chairman's Award of Excellence (2), Spot Awards (multiple)

TEACHING EXPERIENCE

Undergraduate:
Jacksonville University: International Business
University of North Florida: Transportation Economics

Masters:
Webster University: Strategy & Competition, Management Strategy, Marketing, Pricing, and Business
University of Electronic Science and Technology of China (UESTC): Supply Chain Management

Lecturer:
Harvard Business School: Capstone Business Simulation, "The Manager as Integrator" (2)

RESEARCH

Research Interest: Logistics and Supply Chain Management, International Business, Marketing, and Strategy.

“Is There a Luxury Curve in China?” November 2015

(Presented at Academy of International Business, US Southeast Chapter 2015 Annual Conference)

This research explores the possibility of a new index that helps researchers to better understand price differences between the advanced economies (U.S.) and emerging economies (China). It is necessary to have a better understanding of the underlying motivation of the Chinese consumer as it relates to the consumption of luxury goods with today's younger and much wealthier generation. With China being an important importer of luxury brands, it is important for international product managers to understand what motivates buyers and thus be able to attract this large populous, and their large purchasing power, to their brands. Further, it is important to get a feel for future price directions in emerging markets.

“Little Contracts in BIG China: A Cultural Perspective.” September 2015

(Presented at Fifth International Conference on Engaged Management Scholarship)

Small and medium sized enterprises looking to grow internationally will certainly have their eyes on China as an opportunity to export jobs or export goods and services. However, Chinese business people come from a much different social philosophy and trading history than most Westerners. This cultural chasm between east and west can lead to very different negotiation strategies and can cause a great deal of dissonance. This can be especially true in the area of contracts where Americans are staunch believers in contracts, and Chinese favor personal relations. In this paper I review Confucianism, trade patterns and Chinese negotiation styles to get an historical perspective of Chinese negotiation spirit, believing that an understanding of Chinese culture can reduce the chance of reaching an impasse or signing an ineffective agreement.

“Public Pricing in the Freight Rail Industry: Using Erratic Business Index to Measure Market Attractiveness.” with Z. Zhang, Y. Chen, and P. Durango-Cohen, May 2011

(Presented at Marketing Management Association's 2011 Spring Conference)

A public pricing system is proposed. The main idea is to construct an Erratic Business Index (EBI) model that measures the attractiveness of freight rail transactions for different types of commodities. An unattractive business receives a high value of EBI, and is suggested for public pricing so as to reduce administrative cost and enhance the overall productivity. Sample data collected from freight rail businesses were used to validate the model.

RESEARCH IN PROGRESS

“Cross-Cultural Differences in Luxury Brand Perception: U.S. Born and Chinese Born Students Studying in the US.” Started January 2016

This paper looks at two very similar, yet very different consumer groups to determine if cultural origin can be a moderator for luxury brand perception and luxury brand strength: U.S. born students and Chinese born students of the same school, in the same city, attending the same classes. Luxury brand perceptions were measured based on three antecedents of financial, functional social dimensions to determine if cultural origin moderated the three outcomes of cognitive, conative and affective brand strength. Social perceptions and cognitive outcomes were significant among both groups. U.S. students demonstrated higher luxury good functional perceptions while Chinese students expected markedly high conative brand strength outcomes.

PROFESSIONAL EXPERIENCE

CSXT Transportation, Jacksonville, Florida, 1996-2016

Manager Price Strategy and Yield Management

Directed 45 Market Managers in the creation of 7 million active prices that moved \$1 billion in annual revenue, cleared suspense, and ultimately served as a benchmark for \$7 billion in negotiated rates. This reduced waybill suspense from 30,000 waybills to 15,000 on day one and ultimately reduced unbilled waybillsto of 75 with a one-time cash recovery of \$2.6 million.

Reduced Customer Accounting FTE's by 120 and reduced Marketing Services FTE's by 50 over a ten year period through the automation of price creation and formatting. Estimated savings \$9 million annually.

Special Projects

- Fuel surcharge recovery (2): 1 billion in fuel surcharge conversion
- Analyst for defense of regulatory issues (switch districts): regulatory risk \$1.2 billion
- Created a Price and Economic Dashboard, proprietary decision support system

Anchor Insurance Agency, Jacksonville, Florida, 1993-1996

Co-Owner, Vice President Operations

Directed medium sized insurance agency operations. Hiring and training of customer service and registered sales agents. Managed all sales and marketing efforts to drives sales to over \$20 million in annual sales.

Aable Insurance Agency/Commercial Ins. Center, Jacksonville, Florida, 1988-1993

President/Owner

Founder of two independent insurance agencies. Drove sales from zero to over \$5 million in annual sales.

ARMED SERVICES

Battalion: Airborne Ranger Battalion; 1st of the 75th, Savannah, Georgia. 1979-1985

Schools: Airborne School, Ranger Indoctrination Program (RIP), Ranger School, Scout Swimmer School

Awards: Army Service Award