

Wayne R. Johnson

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EDUCATION

- M.S./Ph.D. Cornell University, Johnson Graduate School of Management
Management and Organizations
- M.S. Georgetown University, Walsh School of Foreign Service
International Development and Humanitarian Emergencies and Refugees
- B.A. Vanderbilt University, College of Arts and Sciences
Communications

ACADEMIC POSITIONS

Postdoctoral Scholar, Management Department, University of Utah Eccles School of Business (2023-

PEER-REVIEWED PUBLICATIONS AND INVITED REVISIONS

Johnson, W.R., Proudfoot, D. (2024). Greater Variability in judgements of the value of novel ideas. *Nature Human Behaviour*, 8, 471-479.

Johnson, W.R.*, Ramos, G.A.*, Van Epps, E., & Graham, J. (2024). Refining and expanding application of Moral Foundations Theory in consumer psychology. *Journal of Consumer Psychology* (in press). (*co-equal first author; JCP in marketing is an equivalent to OBHDP in Management)

Ramos, G.A.*, **Johnson, W.R.*** Van Epps, E., & Graham, J. (2024). When consumer decisions are moral decisions: Moral Foundations Theory and its implications for consumer psychology. *Journal of Consumer Psychology*, 33(3), 519-535. (SSRN top 10 download lists for Social Psychology, Cognitive Psychology, Social and Personality Psychology, and Thinking, Reasoning and Decision-making)

Johnson, W.R., Lucas, B. J. The idea endorsement dilemma: How status dynamics disincentivize creative idea endorsement. *Organizational Behavior and Human Decision Processes* (2nd round Revise & Resubmit)

VOLUME PUBLICATIONS

Johnson, W.R. (2022) Bias in Creative Adoption Decision Points: Why Receivers Hinder the Creativity-Innovation Process. *Research in the Sociology of Organizations* (Vol. 77 pp. 205-228). Emerald Publishing Limited.

PRACTITIONER PUBLICATIONS

Johnson, W.R., Proudfoot, D. How to build consensus around a new idea. *Harvard Business Review* (in press).

UNDER REVIEW AND WORKING MANUSCRIPTS

Johnson, W.R., Smith, I.H., Graham J. Recalling moral opinion change reduces animosity by increasing moral humility. (under review)

Lucas, B.J., Johnson, W.R. Overvaluing “A-ha!”: The Experience of Insight Distorts Idea Evaluation Judgments. (Target: Organization Science)

Johnson, W.R., Proudfoot, D. Evaluation variability hinders support for high value ideas but not low value ideas (Target: Academy of Management Journal)

Johnson, W.R., Hirst, G. Technology Resistance: Preference and Cognitive Load Interact to Predict Apathy and Active Opposition (Target: Journal of Applied Psychology)

Johnson, W.R. In eye of the (creativity) beholder: A theory of valuation asymmetry between senders and receivers (Target: Academy of Management Review)

Hickman, A.F., Johnson, W.R., Pierce, J.R. Managerial Response to Voice: A Systematic Review and Agenda for Future Research (Target: Academy of Management Annals)

PRESS

Swift, J. (2024, March 26) *How to Fight the Bias Against Creativity*. Contagious. <https://www.contagious.com/news-and-views/how-to-fight-the-bias-against-creativity>

Swift, J. (2024, March 12) *Strategist's Digest: Why People Reject Creativity*. Contagious. <https://www.contagious.com/news-and-views/strategists-digest-why-people-reject-creative-ideas>

French, K. (2024, January 21) *Why We Reject New Ideas*. Nautilus. <https://nautil.us/why-we-reject-new-ideas-500455/>

Maffly, B. (2024, January 15) *The Fate of Novel Ideas*. University of Utah. <https://atheu.utah.edu/business/the-fate-of-novel-ideas/>

TEACHING

Instructor Averaged Ratings: 4.9/5 (Cornell Johnson instructor mean: 4.5/5 over last 5 years at time)

Cornell University College of Business

- Managing and Leading in Organizations
- EMBA Managing and Leading in Organizations (guest lecturer)

Cornell University West Campus

- Leadership and decision-making
 - Instructor and course manager

Cornell University College of Business teaching assistantships

- Advanced Critical Thinking (Cornell-Tsinghua MBA/Finance MBA program)
- Agile Innovation in Health Technology
- Agile Innovation in Financial Technology
- EMBA, Managing and Leading in Organizations
- Managing Technology and Innovation
- Leadership and Ethics in Organizations
- Principled Leadership
- Strategic Management of Technology and Innovation

GRANTS

- Research Incentive Seed Grant, University of Utah: \$10,000
- Lasonde Entrepreneurial Institute, University of Utah: \$1,000
- Innovation, Entrepreneurship, and Technology Grant, Cornell University: \$15,000

HONORS AND AWARDS

- NextGen Professor (DEI initiative), Cornell University
- Fetzer Scholar, Academy of Management MSR Division
- Carl L. Becker Fellow, Cornell University
- Byron E. Grote Professional Scholarship, Cornell University
- Tillman Military Scholar
- Mujica Award, Georgetown University
- Edmund A. Walsh Foreign Service Fellowship, Georgetown University
- Meritorious Service Medal for research contributions to the US Government
- Bronze Star Medal (13 other military awards and badges, available upon request)

ACADEMIC SERVICE

- Reviewer for *Management Science* and *Political Psychology* 2024-present
- Ambassador, Managerial & Organizational Cognition (MOC) Division, AOM 2018-2022
- AOM reviewer (outstanding reviewer award) 2015-present

PRACTITIONER DIPLOMAS

General Staff and Command College John F. Kennedy Special Warfare Center and School
Strategy and Decision-Making *Special Operations*

Maneuver Support Center of Excellence John F. Kennedy Special Warfare Center and School
Engineering *Civil Affairs*

MILITARY LEADERSHIP

My experience facilitates valuable research intuitions and authentic, credible (E)MBA instruction.

- Management and decision-making
 - In extremis leadership and decisions, e.g. close quarters combat and disaster response
 - Roles as Commanding Officer, Chief of Staff, Ground Commander, Team Chief, etc.
- Creativity and innovation
 - Developed small-unit counter-bomb tactics then supported force-wide implementation
 - Defense Advanced Research Projects Agency and Army Research Laboratory projects
- International and external relations
 - Multinational cooperation: nations in Africa, Asia, Europe, South and North America
 - Useful skills for teaching international students and for (inter)organizational relations
- Moral change and ethical dilemmas
 - Life-and-death personal experience in these topics generates and guides useful research

CONFERENCE PRESENTATIONS

Johnson, W.R. Creator-Evaluator Differences: Why Evaluators Value Ideas Less Than Creators. Academy of Management. Creativity Collaboratorium at University College London (2024).

Johnson, W.R., Smith, I.H., Graham J. Recalling moral opinion change reduces animosity by decreasing certainty and increasing humility. Academy of Management (2024).

Johnson, W.R., Proudfoot, D. Evaluation variability hinders support for high value ideas but not low value ideas. Academy of Management (2024).

Johnson, W.R. Creator-Evaluator Differences: Why Evaluators Value Ideas Less Than Their Creators. Academy of Management (2024).

Johnson, W.R., Harvey, S. Strategic Information Overload: the Effect of Load Management on Idea Endorsement. Creativity Collaboratorium at University College London (2023).

Lucas, B.J., **Johnson, W.R.** Overvaluing “A-ha”: the experience of insight shapes creativity judgments. Academy of Management (2023).

Johnson, W.R., Proudfoot, D. Variability in judgments of the value of novel ideas. Academy of Management (2023).

Johnson, W.R., Proudfoot, D. Idea novelty increases noise in evaluator judgments. Creativity Collaboratorium at University College London (2022).

Johnson, W.R., Lucas, B.J., The idea endorsement double bind: how status concerns impede creative idea endorsement, Academy of Management (2022).

Johnson, W.R., Proudfoot, D. Idea novelty increases noise in evaluator judgments. Academy of Management (2022).

Johnson, W.R., McClean E.J., The paradox of creative ideas: how novelty and utility affect endorsement via perceived costs. Academy of Management (2022).

Johnson, W.R., Bias in creative adoption decision points, Academy of Management (2021).

Johnson, W.R., Mannix, E.A. Personal vs. organizational cost benefit analysis in the creative adoption decision process Academy of Management (2021).

Johnson, W.R., Personal and organizational cost benefit analyses in the creative adoption decision process. European Group for Organizational Studies (2020).

Johnson, W.R., Why others reject your novel ideas and what to do about it. Tillman Foundation Leadership Summit (2019).

Johnson, W.R., Sine W.D., Hacking Hackathons: What Can We Learn From This Burgeoning Phenomenon? Academy of Management (2019).

Johnson, W.R., Willing and Able? The Bias Against Novel Ideas East Coast Doctoral Conference, Columbia Business School (2019).
