

## JOURNAL PUBLICATIONS

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2. Ryan, J. and Silvanto, S. (2023), "An examination of the insulation of global worker communities for political reasons: the case of the J-1 Visa in the United States", *Journal of Global Mobility*, Vol. 11 No. 1, pp. 62-74.
3. Ryan, J. and Silvanto, S. (2021), "An examination of the influence of business environments on the attraction of globally mobile self-initiated expatriates", *Journal of Global Mobility*, Vol. 9 No. 3, pp. 382-407.
4. Silvanto, S, and Ryan, J. (2018) "An investigation into the core appeals for nation branding to attract and retain talent to enhance a country's competitiveness." *Competitiveness Review*, Vol. 28, No. 5, pp. 584-604.
5. Silvanto, S, Ryan, J. and Gupta, V. (2017) "A Study of the Impact of Business Education on Global Mobility: An Analysis of Location and International Orientation." *Journal of International Education in Business*, Vol. 10, No. 1, pp. 31-48.
6. Silvanto, S, Ryan, J. and McNulty, Y. (2015) "An Empirical Examination of Nation Branding for Attracting Internationally Mobile Skilled Professionals", *Career Development International*, Vol. 20, No 3, pp 238 - 258.
7. Ryan, Jason; Silvanto, Sari and Ozkaya, Erkan (2015). "A contextual, theoretical and empirical analysis of the uses of University Degrees as Symbolic Capital in Self-Initiated Expatriation." *European Journal of International Management*, Vol. 9, No.5, pp. 614-634.
8. Silvanto, Sari and Ryan, Jason (2014). "Relocation Branding: A Strategic Framework for Attracting Talent from Abroad" *Journal of Global Mobility*, Vol. 2, No. 1, pp. 102-120.
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10. Ryan, Jason; Silvanto, Sari and Brown, Haakon (2013). "The Impact of ExperienceBased MBA Educational Programs on International Career Mobility." *Journal of Global Mobility*, Vol. 1, No. 1, pp. 28-45
11. Ryan, Jason and Silvanto, Sari (2013). "The Critical Role of Corporate Brand Equity in B2B Marketing: An Example and Analysis." *The Marketing Review*, Vol. 13, No.1, pp. 39-50.
12. Ryan, Jason; Silvanto, Sari and Seitz, Victoria (2013). "The Promotion of UNESCO Biosphere Reserves as Tourist Destinations: A Preliminary Examinaton of Trends and Implications." *International Journal of Business and Globalisation*, Vol. 10, No. 3, pp. 309–324.
13. Ryan, Jason and Gibbons, Patrick (2011). "Reconciling Pressures for Integration and Autonomy within Multinational Corporations: A Study of Personnel Policies and Practices." *European Journal of International Management*, Vol. 5, No. 6, pp.559-573.
14. Ryan, Jason and Silvanto, Sari (2011). "A Brand for all the Nations: the Development of the World Heritage Brand in Emerging Markets." *Marketing Intelligence and Planning*, Vol. 29, No. 3, pp.305 – 318.
15. Ryan, Jason (2011). "Using Web-Based Foreign Advertisements in International Marketing Classes." *Journal of Education for Business*, Vol. 86, No. 3, pp 171–177.
16. Ryan, Jason and Silvanto, Sari (2010). "World Heritage Sites: The Purposes and Politics of Destination Branding." *Journal of Travel and Tourism Marketing*, Vol. 27, No. 5. pp 533-545.
17. Ryan, Jason and Silvanto, Sari (2009). "The World Heritage Site List: The Making and Management of a Brand." *Place Branding and Public Diplomacy*, Vol. 5, No. 4. pp 290 - 300.
18. Ryan, Jason. (2008). "The Finnish Country-of-Origin Effect: the Quest to Create a Distinctive Identity in a Crowded and Competitive International Marketplace." *Journal of Brand Management*, Vol. 16, No. 1-2. pp 13-20.