

CURRICULUM VITAE
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EDUCATION

Ph.D. Marketing (Psychometrics minor), University of Illinois at Urbana, 1978.
M.S. Mass Communications Research, University of Illinois at Urbana, 1973.
B.S. (Honors) Advertising, University of Illinois at Urbana, 1972.

ACADEMIC AWARDS

Sabbatical Leave, Arizona State University, 1999-2000 & 2007-2008 years.

Fulbright Award for study in Japan and Korea, Summer 1989.

Sabbatical Leave, University of Kansas, 1986-87 academic year.

Joyce C. Hall Faculty Scholar, School of Business, University of Kansas.

University Fellowship, University of Illinois at Urbana.

B.S. Degree awarded with Honors.

PROFESSIONAL POSITIONS

Professor, Department of Marketing, Arizona State University, Tempe: 1992 -

Professor, School of Business, University of Kansas, Lawrence: 1989 - 1992.
Associate, 1983 - 1989. Assistant, 1979 - 1983.

Assistant Professor, Department of Marketing, Temple University, Philadelphia:
1977-1979.

VISITING POSITIONS

Visiting Professor, Department of Marketing, University of Auckland, New Zealand:
North American Summers (June-August) of 2002-03, 2005-2010.

Visiting Scholar, Department of Marketing, University of Otago (Dunedin), New
Zealand: North American Summer (June-August) 2004.

Visiting Professor, Department of Applied Economics, Katholieke Universiteit
Leuven, Belgium: Spring & Summer 1990.

Visiting Professor, D'Arcy-McManus and Masius Advertising, St. Louis: Summer
1984.

REFEREED ARTICLES

John L. Lastovicka and Nancy J. Sirianni (2012), "Beloved Material Possessions: Ends or Means?" In Russell R. Belk and Ayalla Ruvio (eds.) Identity and Consumption, London: Routledge Publishing, forthcoming.

John L. Lastovicka and Nancy J. Sirianni (2011), "Madly, Truly, Deeply: Consumers in the Throes of Material Possession Love," Journal of Consumer Research, Vol. 37, No. 2 (August), pp 323-342.

Karen V. Fernandez and John L. Lastovicka (2011) "Making Magic: Fetishes in Contemporary Consumption," Journal of Consumer Research, Vol. 37, No. 2 (August), pp 278-299.

Karen V. Fernandez, Ekant Veer and John L. Lastovicka (2011) "The Golden Ties that Bind: Boundary Crossing in Diasporic Hindu Wedding Rituals," Consumption, Markets & Culture, Vol. 14, No. 3 (September) pp 245-265.

Chris Houliez and John L. Lastovicka, (2010) "When Mobile Shoppers Meet Immobile Retail: Servicescapes, Hyperspaces and Production of the Servicespace," Journal of Digital Marketing, 1 (January), pp: 15-40.

John L. Lastovicka, Nancy J. Sirianni, Danny Kunz (2009), "Can Buy Me Love," in Advances in Consumer Research Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN : Association for Consumer Research, pp: 801-802. [*Can Buy Me Love* (17:50) is a capsule-length film which premiered at the 2008 Association for Consumer Research conference Film Festival in San Francisco]

John Lastovicka and Karen Fernandez, (2007), "Extending Generalizations About The Disposition Of Meaningful Possessions To Buyers With A Shared Self", in Asia-Pacific Advances in Consumer Research, Volume 7, eds. Margaret Craig Lees and Teresa Davis and Gary Gregory, Sydney, Australia : Association for Consumer Research, pp: 105-107.

Karen V. Fernandez, Ekant Veer, and John L. Lastovicka (2007), "Auspiciousness: Coping with Kratophany" in Advances in Consumer Research Volume 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN: Association for Consumer Research, pp 704-708.

John L. Lastovicka and Karen V. Fernandez (2005), "Three Paths to Disposition: The Movement of Meaningful Possessions to Strangers," Journal of Consumer Research, Vol. 31, No 4 (March), pp 813-823.

John L. Lastovicka, Lance A. Bettencourt, Renée Hughner-Shaw and Ronald J. Kuntze (1999), "Lifestyle of the Tight and Frugal: Theory and Measurement," Journal of Consumer Research, Vol. 26, No. 1, pp 85-98.

John P. Murry, Jr., John L. Lastovicka and Jon P. Austin (1996), "Understanding the Influence of Lifestyle Traits on Consumption Beliefs." In Lynn R. Kahle and Larry Chiagouris (eds.) Values, Lifestyles and Psychographics in Advertising, Hillsdale, NJ: Lawrence Erlbaum and Associates.

John P. Murry, Jr., Atonie Stam and John L. Lastovicka (1996), "Paid versus Donated Media Strategies for Public Service Announcement Campaigns," Public Opinion Quarterly, Vol. 60, No. 1 (March), pp. 1-29.

John L. Lastovicka (1995), "A Methodological Interpretation of the Experimental and Survey Research Evidence Concerning Alcohol Advertising Effects." In Susan B. Martin (ed.) Effects of the Mass Media on the Use and Abuse of Alcohol, (NIH Publication 95-3743), Rockville, MD: National Institute of Alcohol Abuse and Alcoholism, pp. 69-82.

John P. Murry, Jr., Atonie Stam, and John L. Lastovicka (1994), "Evaluating an Anti-Drinking and Driving Advertising Campaign: A Rejoinder to MacKinnon," Journal of the American Statistical Association, Vol. 89, No. 424 (June), pp. 724-725.

John P. Murry, Jr., Atonie Stam, and John L. Lastovicka (1993), "Evaluating an Anti-Drinking and Driving Advertising Campaign with a Sample Survey and Time Series Intervention Analysis," Journal of the American Statistical Association, Vol. 88, No. 421 (March), pp. 42-48.

John P. Murry, Jr., John L. Lastovicka, and Surendra N. Singh (1992), "Feeling and Liking Responses to Television Programs: An Examination of Two Explanations for Media Context Effects," Journal of Consumer Research, Vol. 18, No. 4, pp. 441-451.

John L. Lastovicka and Kanchana Thamodaran (1991), "Common Factor Score Estimates in Multiple Regression Problems," Journal of Marketing Research, Vol. 28, No. 1, pp. 105-112.

John L. Lastovicka, John P. Murry, Jr., and Erich A. Joachimsthaler (1990), "Evaluating the Measurement Validity of Lifestyle Typologies with Qualitative Measures and Multiplicative Factoring," Journal of Marketing Research, Vol. 27, No. 1, pp. 11-23.

John P. Murry, Jr., John L. Lastovicka, and Gaurav Bhalla (1989), "Demographic and Lifestyle Selection Error in Mail Intercept Data," Journal of Advertising Research, Vol. 29, No. 1, pp. 46-52.

John L. Lastovicka and Erich A. Joachimsthaler (1988), "Improving the Detection of Personality-Behavior Relationships in Consumer Research," Journal of Consumer Research, Vol. 14, No. 4, pp. 583-588.

John L. Lastovicka, John P. Murry, Jr., Erich A. Joachimsthaler, Gaurav Bhalla and Jim Scheurich (1987), "A Lifestyle Typology to Model Young Male Drinking and Driving," Journal of Consumer Research, Vol. 14, No. 2, pp. 257-263. [Reprinted in C. H. Lovelock & C. B. Weinberg (eds.) *Public & Nonprofit Marketing*, 2e, San Francisco: Scientific Press, 1990.]

Erich A. Joachimsthaler and John L. Lastovicka (1985), "4MODE1 and 4MODE2: Programs to Estimate the Four-Mode Component Model," Journal of Marketing Research, Vol. 22, No. 2, pp. 222-223.

John L. Lastovicka (1985), "Sampling Designs for Sample Surveys of Advertisers and Agencies," Current Issues and Research in Advertising, Vol. 8, No.1, pp. 89-94.

Mark M. Moriarty and John L. Lastovicka (1985), "Time Interval Bias: Its Impact on Advertising Budgeting," Current Issues and Research in Advertising, Vol. 8, No. 1, pp. 115-128.

Erich A. Joachimsthaler and John L. Lastovicka (1984), "Optimal Stimulation Level-Exploratory Behavior Models," Journal of Consumer Research, Vol. 11, No. 3, pp. 830-835.

Gaurav Bhalla and John L. Lastovicka (1984), "The Impact of Changing Cigarette Warning Message Content and Format." In T. C. Kinnear (ed.), Advances in Consumer Research, Vol. 11. Ann Arbor: Association for Consumer Research, pp. 305-310.

John L. Lastovicka (1983), "Convergent and Discriminant Validity of Television Commercial Rating Scales," Journal of Advertising, Vol. 12, No. 2, pp.14-23, 52.

John L. Lastovicka (1982), "On the Validation of Life Style Traits: A Review and Illustration," Journal of Marketing Research, Vol. 19, No. 1, pp. 126-138.

John L. Lastovicka and E. H. Bonfield (1982), "Do Consumers Have Brand Attitudes?," Journal of Economic Psychology, Vol. 2, No. 1, pp. 57-75.

John L. Lastovicka (1981), "The Extension of Component Analysis to Four-Mode Matrices," Psychometrika, Vol. 46, No. 1, pp. 47-57.

John L. Lastovicka and E. H. Bonfield (1980), "Exploring the Nomological Validity of Life Style Types." In J. C. Olson (ed.), Advances in Consumer Research, Vol. 7. Ann Arbor: Association for Consumer Research, pp. 466-472.

John L. Lastovicka and David M. Gardner (1979), "Components of Involvement." In John C. Maloney and Bernard Silverman (eds.), Attitude Research Plays for High Stakes. Chicago: American Marketing Association, pp. 53-73.

John L. Lastovicka (1979), "Questioning the Concept of Involvement Defined Product Classes." In William L. Wilkie (ed.), Advances in Consumer Research, Vol. 6. Ann Arbor: Association for Consumer Research, pp.174-179.

John L. Lastovicka and David M. Gardner (1978), "Low Involvement versus High Involvement Cognitive Structures." In H. Keith Hunt (ed.), Advances in Consumer Research, Vol. 5. Ann Arbor: Association for Consumer Research, pp. 87-92.

INVITED PAPERS

John L. Lastovicka (1995), "LADDERMAP: software for Means-End modeling," *[BOOK REVIEW]* Journal of Marketing Research, Vol. 32, No. 4, 494-496.

John L. Lastovicka (1992), "A User's Guide to Principal Components," *[BOOK REVIEW]* Journal of Marketing Research, Vol. 29, No. 4, pp. 485-486.

John L. Lastovicka (1989). "Speculations on the Social Psychology of Young Male Drinking-Driving," Alcohol, Drugs and Driving, Vol. 4, No. 4, pp. 46-52.

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