

John P. Eaton

Clinical Professor, Department of Marketing
W. P. Carey School of Business
Barrett Honors Faculty
Arizona State University
Tempe, AZ 85287-4106

Education

Ph.D. Arizona State University, Marketing, 2002
M.B.A. University of Toledo, Management and Marketing, 1990
B.A. University of Michigan, Psychology, 1988

Courses Taught

Undergraduate: Marketing Principles, Marketing Strategy, Marketing Management, Consumer Behavior, Strategic Business Foundations, Retail Strategy, Advertising and Promotion, and Sports Business

Graduate: Revenue Generation (MBA)
Research Paradigms and Methodology (PhD)

Academic Employment

2011-present Clinical Professor
Department of Marketing
W. P. Carey School of Business
Arizona State University

2006-2011 Clinical Associate Professor
Department of Marketing
W. P. Carey School of Business
Arizona State University

2003-2006 Assistant Professor
Retailing and Consumer Sciences
Norton School
University of Arizona

2000-2002 Assistant Professor
Department of Marketing
Belk College of Business
University of North Carolina-Charlotte

Research Interests

Marketing Management:	Market strategy and performance relationships Brand equity and brand community Sponsorship effects on brand image
Consumer Behavior:	Brand image and personality Retail design atmospherics Role of emotions and expectations

Honors and Awards, Arizona State University

2017	Recipient, Huizingh Outstanding Service to Students, W. P. Carey School of Business
2016	Recipient, Huizingh Outstanding Undergraduate Professor, W. P. Carey School of Business
2015	Finalist, Huizingh Outstanding Undergraduate Professor, W. P. Carey School of Business
2015	Nominee, Associated Students of ASU Centennial Professorship Award
2014	Finalist, University Outstanding Faculty Advisor, Pitchfork Awards
2014	Nominee, Associated Students of ASU Centennial Professorship Award
2013	Recipient, Huizingh Outstanding Service to Students, W. P. Carey School of Business
2013	Finalist, Outstanding Faculty Advisor, W. P. Carey School of Business
2013	Nominee, Associated Students of ASU Centennial Professorship Award
2012	Finalist, Outstanding Faculty Advisor, W. P. Carey School of Business
2011	Recipient, Huizingh Outstanding Honors Professor, W. P. Carey School of Business
2010	Recipient, Huizingh Outstanding Undergraduate Professor, W. P. Carey School of Business
2009	Recipient, John W. Teets Outstanding Undergraduate Teacher Award, W. P. Carey School of Business
2009	Recipient, W. P. Carey School of Business Faculty Advisor of the Year Award
2008	Finalist, John W. Teets Outstanding Undergraduate Teacher Award, W. P. Carey School of Business
2008	Finalist, Outstanding Faculty Advisor, W. P. Carey School of Business
2000	Recipient, John W. Teets Outstanding Graduate Student Teacher Award, W. P. Carey School of Business
1999	Finalist, College of Business Outstanding Graduate Student Teacher Award
1999	Recipient, Outstanding Graduate Student Teacher Award Department of Marketing
1997	Recipient, College of Business Outstanding Graduate Student Teacher Award

Refereed Publications

Gwinner, Kevin P. and John P. Eaton (1999), "Building Brand Image through Event Sponsorship: The Role of Image Transfer," *Journal of Advertising*, 28 (4), 47-57.

(This article has been one of the Top Ten most downloaded Journal of Advertising)

Eaton, John P., James C. Ward, Ajith Kumar, and Peter H. Reingen (1999), "Structural Analysis of Co-Author Relationships and Author Productivity in Selected Outlets for Consumer Behavior Research," *Journal of Consumer Psychology*, 8 (1), 39-59.

Book Chapters and Reviews

Eaton, John P., James C. Ward, Ajith Kumar, and Peter Reingen (2002), "Social-Structural Foundations of Publication Productivity in the Journal of Consumer Research," in Arch G. Woodside (Ed.), *Essays by Distinguished Marketing Scholars of the Society for Marketing Advances*, Elsevier, 199-220.

Eaton, John P. (2001), "Review of Harvard Business Review: Interviews with CEO's," *Journal of Business Research*, 53, 165-166.

Pedagogical Publications

McCabe, Deborah Brown and John P. Eaton (2004), Instructor's Resource Manual for Wayne D. Hoyer and Deborah J. MacInnis' *Consumer Behavior (3rd edition)*, Houghton-Mifflin, Boston, MA.

Refereed Conference Papers

Eaton, John P., Deborah Brown McCabe and Sean Hobson (2013), "From Face-to-Face to an Online Class: Can Success Translate across Delivery Platforms," 2013 Marketing Educators' Association Conference.

Eaton, John P. and Sean Hobson (2012), "Adapting Critical Face-to-Face Classroom Success Factors to the Online Experience," 2012 Marketing Management Association Fall Educator's Conference.

Eaton, John P. and Michael P. Mokwa (2008), "Conventional Validity of Economic Impact Studies: Lessons Learned on the Road to the Super Bowl," 2008 Sport Marketing Association Annual Conference.

Eaton, John P. and Michael P. Mokwa (2007), "Collegiate Athletic Marketing Practices: The Effect of Moderators on the Relationship between Market Orientation and Performance," 2007 Sport Marketing Association Annual Conference.

Eaton, John P. and Michael P. Mokwa (2006), "Measuring Performance in Collegiate Athletics: Conceptualizing Beyond Convention," 2006 Sport Marketing Association Annual Conference.

Eaton, John P. and Michael P. Mokwa (2004), "Stakeholder Market Orientation in Intercollegiate Athletics: Fans Don't Get a #1 Seed," 2004 Sport Marketing Association Annual Conference.

Naqvi, Sumbul, Zhong Wan and John P. Eaton (2004), "Student Coping Strategies and Attributions: A Cognitive Emotive Approach," 2004 Marketing Educators' Association Annual Conference.

Eaton, John P., Kevin P. Gwinner, Brian Larson, and Scott Swanson (2001), "The Role of Spectators' Attitudes Toward Commercialization on the Effectiveness of Corporate Sponsorship of Sporting Events," 2001 Academy of Marketing Science Annual Conference.

Eaton, John P. and James C. Ward (1999), "Understanding the Object Language of Service Environments," 8th Annual Frontiers in Services Conference.

Gwinner, Kevin P. and John P. Eaton (1998), "Image Transfer in Sporting Event Sponsorship: An Empirical Assessment," 17th Annual Advertising and Consumer Psychology Conference.

Research Work-in-Progress

Eaton, John P. and Michael P. Mokwa, "Stakeholder Market Orientation and Organizational Performance," to be submitted to the *Sport Marketing Quarterly*.

Eaton, John P., Deborah Brown McCabe and Sean Hobson, "From Face-to-Face to an Online Class: Can Success Translate across Delivery Platforms," to be submitted to the *Journal of Marketing Education*.

Professional Positions Held

President, Beta Gamma Sigma Honors Society, Beta Chapter, 2015-17

Executive Leadership Board of the Marketing Educators' Association, 2013-15
- President Elect and MEA Conference Co-Chair, 2014-15

Executive Leadership Board of the Marketing Educators' Association, 2013-15
- Vice President and MEA Conference Co-Chair, 2013-14

Vice Chair Communications, Sports and Special Events Special Interest Group, American Marketing Association, 2004-06

Editorial Review Board, Sport Marketing Quarterly, 2004-16

Conference Track Co-Chair

2011 Summer Educator's Conference, American Marketing Association, August, San Francisco, California

Conference Co-Chair and Academic Program Chair

2014 Marketing Educators' Association, April 24-26, in San Jose, California
2005 International Sport Marketing Association 3rd Annual Conference, November 10-12, 2005 in Tempe, Arizona

Dissertation Committees

Member, Bradley Fay (2014-2016)

Member, Lin Guo, (2007-2009)

Member, Rouh-Nan Yan, (2004-2005)

Graduate Student Master's Thesis

Member, Dalal Alsharhan, Fall 2013, Herberger Institute for Design and the Arts
 Member, Eliazar Coyoc, Fall 2012, Herberger Institute for Design and the Arts
 Member, Minita Sanghvi (completed Summer 2005)
 Chair, Susan Li (completed Summer 2007)
 Co-Chair, Jeanine Chang (completed Summer 2006)
 Co-Chair, Sumbul Naqvi (completed Summer 2006)
 Co-Chair, Heather Wan (completed Summer 2008)
 Member, Jada Torres (completed Spring 2007)

Honors Independent Study Director

Directed 9 independent studies in a variety of marketing-related inquiries

Undergraduate Barrett College Honors Thesis Director/Co-Director (108)

Chair, Spring 2018

Victoria Crynes
 Elizabeth Cheney
 Gianessa Refermat
 Alisia Keeslar
 Timothy Triana-Davie
 Patrick Gibbens
 Bridgette Seip
 Nic Latham
 Aaron Bland
 Chen Zhao
 Manali Chavan
 Colin Quinn
 Carlos Spigel
 Matthew Meyer
 Gage Dickson-Darr
 Alexa Homewood

Chair, Fall 2017

Joseph Lothrop
 Max Simpson

Chair, Spring 2017

Holly Bornhoff
 Justin Schwartz
 Brooke Gutierrez
 Spencer Santora
 Ryan Scheetz
 Lauren Smith
 Daniel Ivanhoe
 Anna Larkin
 Taylor Homes

Nadia Breidenbach
 Ben Johnson
 Robert Valentine
 Mariah Hauck

Chair, Fall 2016

Anna Rischitelli
 Jacqueline Sherry
 Abigail Swift

Chair, Spring 2016

Sheng Qin
 Tyler Paplham
 Kyle Golden
 James Farmer
 Adam Gildea
 Jaylen Lopez

Chair, Spring 2015

Jenna Makis
 Jordan Makis
 Eric Nix
 Cameron Heath
 John Linamen
 Joshua Monaghan
 Emma Hopson
 Jillian Bauman
 Kayla Springford

Chair, Spring 2014

Jason Heckendorn
 Gregory Rudolph

Robert Castellani
 Cody Callahan
 Fallon Singer
 Melina Machas
 Michelle Yu
 Zachary Zeigler

Chair, Fall 2013

Jonathan LoFrisco
 Hallie Villamez

Chair, Spring 2013

Jason Abong
 Jeff Abong
 Dona Chan
 Charmi Vasoya
 Sam Rosenbaum
 Jordan Abidor
 Alex Trichak
 Michael Johnson
 Brett Fitzgerald
 Kira Hoover
 Romona Dixon

Chair, Fall 2012

Alexa Goldman

Chair, Spring 2012

Kelsey Herrold
 Christian Crynes
 Allison Devane
 Austin Kurtz

Christopher Curran
 Jack Ebnet
 Miklos Sivak
 Josh Bowman
 Sidath Wijetunga
 Elana Niren
 Theresa Reckamp
 Whitney Stevens
 Stephanie Berry

Chair, Spring 2011

Benjamin Daulton
 Aiwei Deng
 Roy Thornton
 Sam Lipman
 Saman Golestan
 Crystal Nelson
 Lauren Aramante

Chair, Spring 2010

Nicole Siefert
 Kirstin Bularzik
 Stephanie Maselko
 Andrew Johnston
 Ben Miller
 Jacklynne Jackson
 Trystan Colyar

Chair, Fall 2009

Blake Lerdall

Chair, Spring 2009

LeeAnn Dobbs
 William Lopez

Chair, Spring 2008

Chris Schulman
 Aaron Oaks
 Nicholas Arambula

Chair, Spring 2008

Paul Chaon
 Leif Andreassen
 William Fortin

Chair, Spring 2007

K. Ann Sondrol

Undergraduate Barrett College Honors Thesis Committee Member (72)

Spring 2017

Sam Minton
 Scott Fitzgerald
 Nicholas Staloch
 Trevor Tumas
 Kyle Stenseth
 Katelyn Roberts
 Lissa Liebson
 Jacob Willms
 Sergio Guillen
 Andrew Looney
 Brandon Vermeer
 Taylor Scheetz
 Jacob Sloan
 Mitchell Kender

Fall 2017

Derek Labansat
 Tyler Andl
 Brandon Shirk

Spring 2017

Macy Baldwin
 Mathew Badger
 Lizette Yslas
 Mitchell Anhoury
 Chelsea Hyland

Reese Cambron

Fall 2016

Sasha Robinson

Spring 2016

Madeline Houts

Spring 2015

Chase Fitzgerald
 Jenna Smith
 Monica Burba

Fall 2014

Laura Gagliano

Spring 2014

Jake Mitchell
 Brian Korczynski
 Kyle Heck
 Colin Johnson
 Mitchell Andreas
 Sean Aronson
 Robert Copolly

Fall 2013

Shelby Cotton

Niraj Patel

Nick Berk
 Anurag Gupta
 Jay Ryan

Spring 2013

Samantha Sanders
 Lauren Hoal

Summer 2012

Rachal Lowenstein

Spring 2012

Mollie Dreicer
 Elindoro Rodriguez
 Brian Kincaid

Fall 2011

Geno Studnicki
 Jordan Kelly
 Yanitza Alvarez

Spring 2011

Nathan Benjamin
 Jennifer Munson
 Heather Stifanos
 Jacqueline Ekama

Spring 2010

Anthony Smith
Tyler Hill

Spring 2009

Anna Borshch
Bret Howard
Daniel Hunninghake
Gina Judy
Heather Hellwinkel
Stephanie Sheppard
Shay Graffius

Fall 2008

Trinh Nguyen

Summer 2008

James Rapaport

Spring 2008

Jordan Curry
Holly Lim
Ashley Moore

Fall 2007

Yael Shloush
Rochelle Welnick
Jerrod Longoria
Allison Wester

Principal Co-Investigator, Economic Impact Studies, Seidman Institute/W. P. Carey School of Business

2017 NCAA Men's Basketball Final Four National Championship, April 1-3, Glendale, Arizona

2017 Waste Management Phoenix Open PGA Tour Event, February 2-5, Scottsdale, Arizona

2015-16 College Football Bowl National Championship, Fiesta Bowl, and Cactus Bowl, December 2015-January 2016, Glendale, Arizona

2015 Super Bowl XLIX and Pro Bowl, National Football League, January 24-February 1st

2012 Waste Management Phoenix Open PGA Tour Event, February 1-5, Scottsdale, Arizona

2010-11 BCS Championship College Football Bowl, Fiesta Bowl, Insight Bowl, December 2010-January 2011

2008 Super Bowl XLII, National Football League, January 27-February 3rd

2008 Subway Fresh 500 Nascar Race, Phoenix International Raceway, April 9-12

2006-07 BCS Championship College Football Bowl, Fiesta Bowl, Insight Bowl, December 2006-January 2007

Principal Investigator, Grants and Contracts

"The Impact of Retail Environment Design Factors in Facilitating Consumer Connections," Agricultural Experiment Station Project Grant, August 2004, \$7,500

Professional Employment (Prior to Doctoral Studies)

Edison Industrial Systems Center, Toledo, Ohio
Director, Marketing Communications