John P. Eaton

Clinical Professor and Associate Chair
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, Retail Strategy, Business and Society, 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, Sponsorship effects on brand image
Consumer Behavior:	Brand image and personality Role of emotions and expectations

Honors and Awards, Arizona State University

2026 Recipient, John W. Teets Outstanding Undergraduate Teacher Award, W. P. Carey
2023 Recipient, Huizingh Outstanding Service to Students, W. P. Carey School of Business
2023 Featured Presenter, W. P. Carey School of Business Inclusive Teaching Workshop
2023 W. P. Carey School of Business Dean's List – Teaching Impact
2022 Finalist, Huizingh Outstanding Service to Students Award, W. P. Carey
2022 W. P. Carey School of Business Dean's List – Teaching Impact
2021 Recipient, Business is Personal Inclusive Teaching Award, W. P. Carey
2021 Featured Presenter, W. P. Carey School of Business Inclusive Teaching Workshop
2021 W. P. Carey School of Business Dean's List – Teaching Impact
2020 Finalist, John W. Teets Outstanding Undergraduate Teacher Award, W. P. Carey
2020 ASU Teaching Showcase - one of twenty invited professors from the university
2020 W. P. Carey School of Business Annual Alumni Back to Class Featured Presenter
2020 W. P. Carey School of Business Dean's List – Teaching Impact
2020 Nominee, Arizona State University Outstanding Faculty Mentor
2019 Recipient, W. P. Carey School of Business Faculty Advisor of the Year Award
2019 Recipient, Arizona State University, Teaching Initiatives and Excellence in Student Success Grant
2018 Recipient, John W. Teets Outstanding Undergraduate Teacher Award, W. P. Carey
2018 Recipient, Arizona State University Outstanding Faculty Advisor, Pitchfork Awards
2017 Recipient, Huizingh Outstanding Service to Students, W. P. Carey School of Business
2016 Recipient, Huizingh Outstanding Undergraduate Professor, W. P. Carey School
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
2009 Recipient, John W. Teets Outstanding Undergraduate Teacher Award, W. P. Carey
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
2008 Finalist, Outstanding Faculty Advisor, W. P. Carey School of Business
2000 Recipient, John W. Teets Outstanding Graduate Student Teacher Award, W. P. Carey
1999 Finalist, College of Business Outstanding Graduate Student Teacher Award
1999 Recipient, Outstanding Graduate Student Teacher Award Department of Marketing
1996 Recipient, College of Business (currently known as the John W. Teets) Outstanding Graduate Student Teaching Excellence 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.

(Previously was a Top Ten most downloaded Journal of Advertising article)

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.

Invited Conference Presentations

Eaton, John P. (2025), "Evaluating Clinical, Teaching, and Lecturer Faculty," Marketing Management Association, Fall Educators 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-present

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-present

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)

Undergraduate Barrett College Honors Thesis Director/Co-Director (237)

Chair, Spring 2026
Ariyal Jain
Blossom Yudis
Evelyn Lemm
Macy Haugland
Shamie Reyes
Sophia Miller
Erica Keegan
Makena Miller
Tyler Llumiquinga
Blake Driscoll
Hannah Hurleman
Daryn Perlman
Ryan Meyer

Chair, Fall 2025
Calvin Francis
Tyler Trn
Matthew Vail
Oliver Howard
Kate Shimkus
Hrishikesh Vishnu

Chair, Spring 2025
Richa Meta
Mia Tucker
Abby Oblonsky
Emma Gatzke
Emma Gehlert
Tara Winslow
Rana Baranski
Andy Zhang
Alex PlesKovich
Casey Johnson
Josh Berman
Christopher Lauritano
Victoria Gamboa
Kimberly Castro
Brenny Yantas
Shaye Feierabend
Anmarie Huggett

Chair, Fall 2024
Ethan Sheanin

Chair, Spring 2024
Claire Tucker
Emily Stabilito
McCade Siegel
Riley Swanson

Chair, Fall 2023
Olivia Para
Emily Engel
Alicia Shindo

Chair, Spring 2023
Milena Brnovich
Lindsey Spies
Justus Smith
Quinn Chrisemer
Nadia Abuasba
Matthew Joanes
Carsen Kenny
Edward Kole
Paul Schmelzeis
Bryce Campbell
Zachary Sonkin
Gabrial Yudis
Anna Hague
Sahra Hussen
Young Jung
Michael Volkert

Chair, Fall 2022
Hannah Holland

Jordyn Sender

Chair, Spring 2022
Madison Furnas
Kyle Gaspari
Tabitha Keever
Lauren Weintraub
Amanda Hinkle
Gabrielle Swanton
Shelby Lynch
Sharzad Abdollahi
Tianyang Li
Fitzgerald Laurie
Carlos Valdez
Steffen Fallini
Matthew Umland
Samantha Hadley

Chair, Fall 2021
Dylan Israel
Jack Culbertson

Chair, Spring 2021
Isabel Lineberry
Karuna Pyle
Zane Jarecke
Charles Ferguson
Colton Rhodes
Kevin Bian
Emily Bell
Cade Belshay
Roberto Landrau
Nathan Hurner
Rachel Tarpley
William Bolger

Chair, Fall 2020
Tyler Dolyniuk

Chair, Spring 2020
Beerjas Bath
Paige Brown
Marcus Dhillon
Genevieve Harazim
Sydney Hurley
Preston Kellogg
Brendan Knight
Nicholas Koufidakis
Jake Lieberman
Sierra Marker
Matthew McCann
Angela McMillan
Allison Mertz
Morgan Pangburn
Dagny Paulsen
Molly Powers
Akie Sannomiya
Jamie Stroh
Julia Tatom
Elise Thompson
Kaitlin Thresher
Juan Valenzuela

Chair, Spring 2019
Maria Arteaga
Allison Weller
Samantha Delgado
Demetra Rishwain
Marie Sminkey
Brendon Kleen
Alec Cwiakala
Madelyn Grosskopf
Alexis Gulbransen
Andrew Eledge
Karolyn Pille
Demi Monroy
Allison Maguire
Joseph Fuller
Mara Franco
Matthew Gildea
Ben Swokowski

Chair, Spring 2018
Victoria Crynes
Elizabeth Cheney
Gianessa Refermat
Alisia Keeslar
Patrick Gibbens
Bridgette Seip
Nic Latham
Chen Zhao
Manali Chavan
Colin Quinn
Carlos Spigel
Matthew Meyer
Gage Dickson-Darr
Alexa Homewood
Nick Grannis

Chair, Fall 2017
Joseph Lothrop
Max Simpson

Chair, Spring 2017
Holly Bornhoft
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, Fall 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 (151)

Spring 2026
Rachel Marsh
Taylor Pinteric
Natalie Popescu
Isabella Luebkin
Jackson Morgan
Abigail Auerr

Spring 2025
Dylan Gravley
Henry Roberts
Nicholas Thompson
Filippo Maniaci
Alex Schmacher
Paige Nielsen
Isabella Ayer
Daniel Jung
Avery Wright

Spring 2024
Aseem Joshi
Lillian Barrera
Brent Justus
Jennifer Jennings

Fall 2023
Deven Meyers
Samantha Ayotte

Spring 2023
Michael Kupfer
Jake Sher
Hai Huang
Flynn Murphy

Fall 2022
Ava Ethridge

Spring 2022
Matthew Kwan
Aubriana Gonzales
Will Kranstuber
Shan Patel
Camille Hanzlik
Victoria Boyer
Jake Brown
Dominic Mozilo
Jack PlesKovitch
Caitlin Personale
Nicole Berge
Eric Pearce
Spencer Lewis
Ambreiah Mims

Spring 2021
Mark Cai
Hunter Moon
Sam Pearson
Ameya Kapur
Morgan Dircks

Fall 2020
Tyler Vallely
Chloe Medina

Spring 2020
Gabrielle DeGravina
Matthew Goldstein
Matthew Bogoshian
Amber Barto
Isabella Tassinari
Ryan Diluchio
Margaret Ingram
Isaiah Thomas

Fall 2019
Noah Zweiback
Zachary Lantz
Melanie Whisler

Spring 2019
Taylor Sheetz
Austen Pearce
Amber Reicks
Roxanna Ahmad
Aaron McWatt
Dario Soldan
Maria Brunacini
Logan Strauss
Amani Burton
Thomas Milroy
Bailey Raysik
Sean Robertson
Andrew Whiteley
Henrielle Millon
Madison Sutton
Sonia Sabrowsky
Elijah Smith
Jenna Fitzgerald
Adriana Lujan-Flores
Rana Zayanderoudi
Trevor Tumas
Kyle Stenseth
Amanda Alibrandi

Spring 2018
Sam Minton
Scott Fitzgerald
Nicholas Staloch
Katelyn Roberts
Lissa Liebson
Jacob Willms
Sergio Guillen
Andrew Looney
Brandon Vermeer
Chase Hansen
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
Heater 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

2023 Super Bowl LVII, Super Bowl Host Committee, February 8-12, Glendale, Arizona

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

"WPC 492 – Honors Course Development," Arizona State University Faculty Fund for Teaching Excellence and Student Success Grant, June 2019, $5,000

"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