

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

- 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.

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

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 (235)

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

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
 Gabriel 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 Springfield

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 (150)**Spring 2026**

Rachel Marsh
 Taylor Pinteric
 Natalie Popescu
 Isabella Luebkin
 Jackson Morgan

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