

ERIC YORKSTON

Associate Professor of Marketing
Neeley Distinguished Teaching Fellow
Neeley School of Business, TCU
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EDUCATION

- Ph.D. in Marketing, New York University, NY, 2000
- M.Phil. in Marketing, New York University, NY, 1998
- M.B.A. (with honors), Rutgers: The State University of New Jersey, Camden, NJ, 1995
- B.A. in Mathematics, University of Colorado at Boulder, CO, 1992

PROFESSIONAL EXPERIENCE

- Associate Professor, Neeley School of Business, Texas Christian University, 2008-present
- Assistant Professor, Neeley School of Business, Texas Christian University, 2005-2008
- Assistant Professor, Marshall School of Business, University of Southern California, 2000-2005
- Visiting Associate Professor, Shidler School of Business, University of Hawai'i at Manoa, 2013, 2017, 2018
- Visiting Associate Professor, Rady School of Business, University of California at San Diego, 2015, 2016, 2017, 2018

RESEARCH

RESEARCH FOCUS

- Brand creation and brand extension
- Sensory marketing
- Psycholinguistic theory and psychophysical phenomena
- Individual and cultural personality differences

REFEREED PUBLICATIONS

Sunder, Sarang, Kihyun Hannah Kim, and Eric A. Yorkston (2019), "What Drives Herding Behavior in Online Ratings? The Role of Rater Experience, Product Portfolio, and Diverging Opinions." *Journal of Marketing*, 83 (6).

Yorkston, Eric. A. and Xavier Dreze. "A Framework for Understanding Communication Through Comics (Illustrated)." In Review of Marketing Research: Continuing to Broaden the Marketing Concept. Vol 17. Ed. Dawn Iacobucci. Bingley, UK: Emerald Publishing, forthcoming.

Nicolao, Leonardo, Eric A. Yorkston, Deanne Brocato, and Vinicius Andrade Brei (2016), "Improving Consumer Decisions: The Conscious Use of Primes as Performance Enhancers." *Brazilian Administrative Review*, 13 (1) 19-32.

Yorkston, Eric A. "Linguistics and Marketing Language." In Oxford Bibliographies in Marketing. Ed. Dave Stewart. New York: Oxford University Press, forthcoming.

- Ghoshal, Tanuka, Eric A. Yorkston, Joseph C. Nunes, and Peter Boatwright (2014), "Multiple Reference Points in Sequential Hedonic Evaluation: An Empirical Analysis." *Journal of Marketing Research*, 51, (5)
- Morales, Andrea C., Maura Scott, and Eric A. Yorkston (2012), "The Role of Accent Standardness in Message Preference and Recall" *Journal of Advertising*, 41, (1) 33-45.
- Yorkston, Eric A., Joseph C. Nunes, and Shashi Matta (2010), "The Malleable Brand: The Role of Implicit Theories in Evaluating Brand Extensions" *Journal of Marketing*, 74 (1), 80-93.
- Naylor, Gillian, Susan Bardi Kleiser, Julie Baker, and Eric Yorkston (2008), "Using Transformational Appeals to Enhance the Retail Experience" *Journal of Retailing*, 84 (1), 49-57.
- Yorkston, Eric A., and Gustavo de Mello (2005), "Linguistic Gender Marking and Categorization" *Journal of Consumer Research*, 32 (2), 224-233.
- Yorkston, Eric A. and Geeta Menon (2004), "A Sound Idea: Phonetic Effects of Brand Names on Consumer Judgments," *Journal of Consumer Research*, 31 (1), 43-51.
- LaBarbera, Priscilla A., Peter Weingard, and Eric A. Yorkston (1998), "Matching the Message to the Mind: Advertising Imagery and Consumer Processing Styles," *Journal of Advertising Research*, 38 (5), 29-43.

REFEREED CONFERENCE PROCEEDINGS

- Ghoshal, Tanuka, Eric A. Yorkston, Joseph C. Nunes, and Peter Boatwright (2009), "Uncovering the Existence of Assimilation and Contrast Effects in Hedonic Sequences", in *Advances in Consumer Research Volume XXXVII*, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth: MN: Association for Consumer Research.
- Yorkston, Eric, Joseph C. Nunes, and Shashi Matta (2007), "The Malleable Brand: The Role of Implicit Theories in Brand Extendibility", in *New Frontiers in Branding: Attitudes, Attachments, and Relationships*, eds. Joseph R. Priester, Deborah J. MacInnis, and C. Whan Park, Santa Monica, CA: Advertising and Consumer Psychology, 40-44.
- Yorkston, Eric, Joseph C. Nunes, and Shashi Matta (2006), "The Role of Implicit Theories in Brand Extendibility", in *Advances in Consumer Research Volume XXXIV*, eds. Gavan Fitzsimons and Vicki Morwitz, Orlando, FL: Association for Consumer Research.
- Nunes, Joseph C. and Eric A. Yorkston (2006), "Scheming Schemas and the Benevolent Watchdog: Examining Antecedents of Consumer Skepticism and Consumer Faith", in *Marketing and Public Policy Conference Proceedings*, eds. Ingrid M. Martin, David W. Stewart, and Michael Kamins, Long Beach, CA: American Marketing Association.
- Yorkston, Eric A., and Shashi Matta (2005), "Through the Looking Glass: How a Brand's Malleability Mirrors the Self", in *Advances in Consumer Research Volume XXXII*, eds. Geeta Menon and Akshay R. Rao, Duluth, MN: Association for Consumer Research.
- Yorkston, Eric A., and Gustavo de Mello (2004), "Sex Sells? The Effects of Gender Marking on Consumer's Evaluations of Branded Products Across Languages", in *Advances in Consumer Research Volume XXXI*, eds. Barbara E. Kahn and Mary Frances Luce, Valdosta, GA: Association for Consumer Research.

Yorkston, Eric A., and Gustavo de Mello (2003), "Sex, Liquor, and Shoes: The Effects of Gender Marking on Consumers' Evaluations of Branded Products", in *Society for Consumer Psychology Conference Proceedings*, eds. Christine Page and Steve Posavac, New Orleans, LA.

Yorkston, Eric A., and Geeta Menon (2001), "There's More to Branding Than Meets the Eye... (or Ear): Psycho-linguistic Effects of Brand Creation, Equity, and Extension", in *Advances in Consumer Research Volume XXVIII*, eds. Mary C. Gilly and Joan Meyers-Levy, Valdosta, GA: Association for Consumer Research.

INVITED BOOK CHAPTERS

Yorkston, Eric A. (2009), "Auxiliary Auditory Ambition: Assessing Ancillary and Ambient Sounds" in *Sensory Marketing: Research on the Sensuality of Products*, Aradhna Krishna, ed. Routledge Academic: New York, 157-167.

Menon, Geeta and Eric A. Yorkston (1999), "The Use of Memory and Contextual Cues in Formation of Behavioral Frequency Judgments: A Conceptual Review," in *The Science of Self Reports: Implications for Research and Practice*, Arthur A. Stone, ed. Lawrence Erlbaum Associates: New Jersey, 63-79.

PUBLISHED CASE STUDIES

Fournier, Susan M., Laura Winig, Andrea C. Wojnicki and Eric A. Yorkston (2002), "Naming the Brand", **Harvard Business School Teaching Note No. 5-502-029**, Boston: Harvard Business School Publishing.

Fournier, Susan M., Andrea C. Wojnicki and Eric A. Yorkston (2001), "Naming the Edsel", **Harvard Business School No. 500-056**, Boston: Harvard Business School Publishing.

PROFESSIONAL PRESENTATIONS

Rech, Eduardo, Cristiane Pizzutti, and Eric Yorkston, "It 'Sounds' Healthy to Me! The Influence of Sound on Food Choice", Association for Consumer Research Conference (October 2017)

Sunder, Sarang and Eric A. Yorkston, "Behavioral Big Data – Understanding the Interplay between Ratings and Usage in Collaborative Content Communities", ISMS Marketing Science Conference (June 2016)

Yorkston, Eric A. and James R. Honeycutt, "Fandom and Fundraising in Tabletop Gaming", Fandom and Neomedia Studies Conference (June 2014)

Yorkston, Eric A. and Leonardo Nicolao, "Success through Supplanting Sounds", Association for Consumer Research Conference (October 2010)

Ghoshal, Tanuka, Eric A. Yorkston, Joseph C. Nunes, and Peter Boatwright, "Uncovering the Coexistence of Assimilation and Contrast Effects in Hedonic Sequences", Association for Consumer Research Conference (October 2009)

Yorkston, Eric A., Joseph C. Nunes, and Shashi Matta, "The Malleable Brand: The Role of Implicit Theories in Brand Extendibility", Advertising and Consumer Psychology Conference (June 2007)

Yorkston, Eric A., Joseph C. Nunes, and Shashi Matta, "The Role of Implicit Theories in Brand Extendibility", Association of Consumer Research Conference (October 2006)

- Nunes, Joseph C. and Eric A. Yorkston, "Scheming Schemas and the Benevolent Watchdog: Examining Antecedents of Consumer Skepticism and Consumer Faith," AMA Marketing and Public Policy Conference (June 2006) *Best paper nominee*
- Yorkston, Eric A., and Shashi Matta, "Through the Looking Glass: How a Brand's Malleability Mirrors the Self", Association for Consumer Research Conference (October 2004)
- Yorkston, Eric A., and Gustavo de Mello, "Sex Sells? The Effects of Gender Marking on Consumer's Evaluations of Branded Products Across Languages", Association for Consumer Research Conference (October 2003)
- Yorkston, Eric. A., and Gustavo de Mello, "Sex, Liquor, and Shoes: The Effects of Gender Marking on Consumers' Evaluations of Branded Products", Society for Consumer Psychology Winter Conference (February 2003)
- Yorkston, Eric A., and Andrea Morales, "Strategic Merchandizing and the Consumer Response", *round table chairs*, Association for Consumer Research Conference (October 2002)
- Kiesler, Tina, Vicki G. Morwitz, and Eric A. Yorkston, "The Ball Bounces Differently for Experts and Novices", Association for Consumer Research European Conference (June 2001)
- Yorkston, Eric A., Geeta Menon, and Lance-Michael Erickson, "Using Vague Qualifiers to Report Behavioral Frequencies", European Conference of Psychology (July 2001)
- Yorkston, Eric A., "Language and Flexibility in Thought", *discussant*, Association for Consumer Research Conference (October 2000)
- Yorkston, Eric A., and Geeta Menon, "Phonetic Phenomena in Brand Name Creation", *session chairs*, Association for Consumer Research Conference (October 1999)
- Yorkston, Eric A., "Construction Through Deconstruction: A Compositional Approach to the Development of Brand Names" Marketing Science Conference (April 1999)
- Yorkston, Eric A., "Building Better Brand Names: Should We Start With Sounds?" Society for Consumer Psychology Winter Conference (February 1998)
- Yorkston, Eric A., "Building Better Brand Names: Should We Start With Sounds?" Marketing Science Conference (September 1997)
- Yorkston, Eric A., and Priscilla LaBarbera, "Personality-Related Cognitive Style and Advertising Strategy" American Marketing Association Conference (June 1997)
- Kaufman-Scarborough, Carol, and Eric A. Yorkston, "Emerging Issues in Television Advertising Research" Northeast Decision Science Conference (March 1997)

INVITED TALKS

Boston University
 California State University at Northridge
 Dartmouth College
 Harvard University
 Hong Kong University of Science and Technology

University of British Columbia
 University of California, Berkeley
 University of Chicago
 University of Colorado at Boulder
 University of Illinois, Urbana Champaign

Northwestern University
Oregon State University
Saint Joseph's University
San Diego State University
Temple University
Tulane University
Texas Christian University
Texas Wesleyan University

University of North Texas
University of Pennsylvania
University of Saint Thomas
University of San Diego
University of Southern California
University of Texas at San Antonio
University of Western Ontario

TEACHING

COURSES TAUGHT AT TCU

Graduate

Marketing Management (MBA core)
⇒ 2015-2017 5 sections
Customer Insights (MBA 8 week elective)
⇒ 2007-2012,2015-2018 10 sections
Creativity and Innovation (MBA 8 week elective)
⇒ 2011-2013, 3 sections
Gamified System Design (MBA summer elective)
⇒ 2014,2017,2018 3 sections
Fieldwork in Customer Insights (MBA elective)
⇒ 2013-2017, 5 sections
Project in Products and Brands (MBA 8 week elective)
⇒ 2008-2010, 3 sections
Marketing Simulation (MBA, summer elective)
⇒ 2008-2016, 9 sections
Brand Management (MBA 8 week elective)
⇒ 2005-2008, 4 sections
New Product Development (MBA 8 week elective)
⇒ 2005-2008, 4 sections
Marketing Research (MBA 8 week elective)
⇒ 2006-2007, 2 sections

Undergraduate

Customer Insights (Undergraduate required for major)
⇒ 2007-2008, 2010-2012,2014-2017, 17 sections
Marketing Research (Undergraduate required for major)
⇒ 2006-2007, 2 sections

Executive Education

Marketing Management (Undergraduate core)
⇒ 2018, 1 section
Branding and Brand Identity
⇒ 2007, 2008
Customer Insights and Customer Experience
⇒ 2016, 2017

International Trips

The Power of Persuasion
⇒ 2017,2018
Chile (MBA elective)
⇒ 2011-2018, 7 sections
Peru (Undergraduate elective for minors)
⇒ 2013-2018, 6 sections

COURSES TAUGHT AT USC

Graduate

PM Globe - Japan (MBA.PM required course and country visit)
⇒ 2001-2004, 4 sections

Undergraduate

- PRIME - Chile (MBA country visit)
 - ⇒ 2002, 1 section
- PRIME – Cuba / Mexico City (MBA country visit)
 - ⇒ 2004, 1 section
- Consumer Behavior (required for major)
 - ⇒ 2000-2004, 10 sections
- Marketing Management (required for all honors business students)
 - ⇒ 2000, 1 section
- New Product Development and Branding (marketing elective)
 - ⇒ 2001-2005, 4 sections, average enrollment = 34

COURSES TAUGHT ELSEWHERE

Executive MBA

- Brand Management at University of Hawai'i at Manoa
 - ⇒ 2013, 1 section
 - ⇒ Professor of the Semester Recipient
- Brand Management at University of Hawai'i at Manoa – Vietnam
 - ⇒ 2017, 2018 2 sections

Flex/Evening MBA

- Brand Management at University of California San Diego
 - ⇒ 2015-2018 4 sections

PROFESSIONAL AFFILIATIONS

- Association for Consumer Research
- North American Simulation and Gaming Association
- Society for Consumer Psychology
- INFORMS Society for Marketing Science
- Association for Psychological Science

PROFESSIONALLY RELATED HONORS AND AWARDS

- Neeley Distinguished Teaching Fellow, 2015-2020
- Society for Consumer Psychology Doctoral Consortium Faculty Fellow, 2015
- TCU Last Lecture Series Faculty Finalist 2014, 2015
- Neeley Alumni Professor of the Year Nominee 2014, 2015
- Professor of the Semester, Executive MBA at University of Hawai'i Spring 2013
- Dean's Research and Creativity Award 2011
- MBA "favorite professor" distinction 2011, 2012, 2014, 2015, 2017-2019
- TCU Instructional Development Grant 2011-2012, 2014-2015
- Values & Ventures Research Grant 2011
- Values & Ventures Teaching Grant 2011
- AMA Sheth Doctoral Consortium Faculty Fellow, 2009, 2011
- AMA Marketing and Public Policy Conference Best Paper Nominee, 2005
- *Journal of Consumer Research* Outstanding Reviewer Award, 2003-2004
- Advertising Education Foundation Visiting Professor Program selection, DDB Chicago, 2004
- Houston Doctoral Symposium Faculty Fellow, 2002
- Marshall Faculty Innovation Award Nominee (USC), 2002
- Herman E. Kroos Dissertation Award for Best Dissertation at Stern, 2000
- Taggart Fellowship (NYU competitive grant), 1999-2000
- Nadler Fellowship (NYU competitive grant), 1998-1999
- Doctoral office research grant (NYU), 1998

- AMA Sheth Doctoral Consortium Fellow, Cincinnati, Ohio, 1997
- Northeast Decision Science Institute Conference Best Paper Nominee, 1997
- Doctoral Fellowship in Marketing (NYU), 1995-2000
- Campbell's Scholar (full scholarship for MBA at Rutgers), 1993-1995

PROFESSIONAL SERVICE AT TCU

SERVICE TO THE PROFESSIONAL COMMUNITY

- Offices Held:
 - Executive Officer for Society for Consumer Psychology (2018-present)
 - *Journal of Consumer Psychology* publications committee (2018-present)
 - *Consumer Psychology Review* publications committee (2018 present)
- Editorial Board Memberships:
 - ***Marketing Letters*** (2014-present)
 - ***Marketing and Branding Research*** (2016-present)
 - ***Journal of Consumer Research*** (2002-2006)
 - ***Journal of Consumer Psychology*** (2001-2003)
- Ad Hoc Reviewing
 - Journal of Marketing (2008-2018)
 - Journal of Marketing Research (2008, 2011,2013-2018)
 - Marketing Science (2008,2013, 2014,2016)
 - Journal of Consumer Research (2007-2018)
 - Journal of the Academy of Marketing Science (2008-2009)
 - Journal of Retailing (2008-2009,2012, 2014-2015)
 - Journal of Consumer Psychology (2006-2011,2013-2016,2018)
 - Marketing Letters (2010-2014)
 - Organizational Behavior and Human Decision Processes (2012-2013)
 - PLOS ONE (2016,2017)
 - Psychology and Marketing (2013)
 - International Journal of Research and Marketing (2014,2015)
 - Journal of International Marketing (2014)
 - American Marketing Association (2004, 2006-2009)
 - Association for Consumer Research (2000-2013,2015,2016,2018)
 - Society for Consumer Psychology (2000-2009, 2011,2015)
 - Social Science and Medicine (2007)
 - MSI Alden G. Clayton Doctoral Dissertation Award (2011)
 - African Journal of Marketing Management (2013)
- Service to the Association of Consumer Research
 - Program Committee (2002-2004, 2006, 2011, 2015-2018)
 - Associate Editor of Competitive Papers (2012)
 - Chair of Poster Sessions (2003, 2004)
 - Chair of Round Tables (2002)
 - Special Session Organizer (1999, 2003)
 - Discussant (2000)
- Service to the Society of Consumer Psychology
 - Executive Committee (2018 – present)

- Program Committee (2010, 2015-2018)
- Doctoral Consortium Fellow (2015)
- Co-Chair of Poster Session Track (2007)
- Program Committee (2007)
- Service to the American Marketing Association
 - Co-chair of Branding and Marketing Communications track (2015)
 - Co-chair of AMA/Sheth Foundation Doctoral Consortium (2010)
 - Sheth Foundation Doctoral Consortium Faculty Fellow (2009, 2011)
 - Co-coordinator and track chair of Branding and Marketing Communications (2009)
 - Co-coordinator and track chair of Special Interest Groups (SIG) (2008)

DOCTORAL DISSERTATION COMMITTEES

- Eduardo Rech (Marketing, Federal University of Rio Grande do Sul, 2017)
- Attila Pohlmann (Marketing, University of Hawai'i at Manoa, 2014)
- Shashi Matta (Marketing, USC, 2006)
- Gustavo de Mello (Marketing, USC, 2005)

UNDERGRADUATE THESIS COMMITTEES

- Chaired 1 undergraduate honors theses in 2017-2018
- Chaired 1 undergraduate honors theses in 2016-2017
- Chaired 2 undergraduate honors theses in 2015-2016
- Chaired 2 undergraduate honors theses and sat on 3 additional committees in 2014-2015
- Chaired 1 undergraduate honors theses and sat on 2 additional committees in 2013-2014

DEPARTMENTAL SERVICE

- Research Pool Coordinator, 2008-2012, 2015-present
- Undergraduate Curriculum Committee, 2017-present
- Chair of Graduate Curriculum Task Force, 2015-2017
- Graduate Curriculum Committee, 2007-2017
- Curriculum Mapping Committee, 2015
- Faculty Review Letter Writer, 2012, 2013, 2014, 2016, 2017
- Co-chair of Faculty Recruitment Committee, 2005-2008, 2014
- Undergraduate Curriculum Task Force; 2011
- Marketing Speaker Series Coordinator, 2005-2007
- Dyess Speaker Series Coordinator, 2005-2007

COLLEGE SERVICE

- Chair of Undergraduate Council (Undergraduate Policy and Curriculum Committee), 2017-present
- Graduate Council (Graduate Policy and Curriculum Committee), 2014-2017
- Neeley Distinguished Teaching Review Board 2017-present
- Graduate Study Abroad Task Force 2017
- Global Advisory Committee, 2014-2017
- Aspen Committee on Undergraduate Liberal Education, 2014-2017
- Aspen Consortium Representative, 2014, 2015, 2017

- Undergraduate Curriculum Committee, 2007-2012, 2016
- Chair of Undergraduate Curriculum Ethics Task Force, 2010-2011
- Chair of Undergraduate Grading Policy Task Force, 2009-2010
- Neeley and Associates Faculty Advisor, 2010, 2011, 2014, 2015
- Undergraduate Task Force, 2006-2007
- Pro bono Executive Teaching, 2007
- MBA Information Sessions, 2006, 2007, 2010, 2011, 2015, 2016
- MBA Graduation Events, 2005, 2006, 2008, 2011
- MBA Graduation Attendee, 2005, 2006, 2008, 2011, 2014-present

UNIVERSITY SERVICE

- Undergraduate Council 2007-2010, 2017-2020
- Intellectual Property Review Committee, 2014-2019
- Diversity, Equity, and Inclusiveness Committee, 2016-2018
- Chair of DEI committee on Faculty/Staff Recruitment and Retention, 2016-2018
- Faculty Senate 2015-2018
- Senate Governance Committee 2015-2018
- CRES Core Faculty Advisory Board, 2016-present
- CRES Graduate Advisory Board, 2017-present
- CRES Curriculum Committee, 2016-present
- TCU Bookstore Redesign Committee, 2016-2017
- Academy of Tomorrow Advisory Committee, 2015-2017
- Hillel Faculty Advisor, 2014-2015
- Institutional Review Board, 2009-2014
- Common Reading 2011, 2012, 2013, 2014, 2016, 2018
- Committee on Student Organizations, 2006-2011
- Graduation Marshall, 2005
- Graduation Attendee, 2011

COMMUNITY SERVICE DIRECTLY RELATED TO PROFESSIONAL SKILLS

- Guest Speaker on Creativity at Trinity Valley School, 2011
- Executive Board Member of NYU Stern Alumni Council, 2006-2009
- Ph.D. Alumni Liaison for NYU Stern Alumni Council, 2006-2008
- Research Project Advisor – Davey O'Brien Foundation, 2010
- Research Project Advisor – Crown Plaza Invitational at Colonial (PGA Tournament), 2008-2010
- Research Project Advisor – Rahr Brewing Company, 2007-2010
- Research Project Advisor – Ridgelea Country Club, 2009
- Research Project Advisor – Amphibian Productions, 2007
- Independent Study Project Advisor – Midmark Corporation, 2006
- Ph.D. Alumni Committee member for Stern School of Business, NYU, 2005