

## **Curriculum Vita**

### **John R. Sparks**

University of Dayton  
Departments of Management & Marketing  
300 College Park  
Dayton, Ohio 45469-2271  
(937) 229-2027  
e-mail: jsparks1@udayton.edu

### **Education**

- Ph.D. Texas Tech University (1995). Major: Marketing. Minor: Statistics.  
Dissertation: "Professional Ethical Sensitivity: The Case of Marketing Researchers."
- B.B.A. West Texas A & M University (1988). Major: Marketing.

### **Professional Experience**

#### Academic Experience

##### Administrative Appointment

Associate Dean for Undergraduate Programs – The University of Dayton School of Business Administration, Dayton, Ohio (2017 – present)

##### Faculty Appointments

Professor – The University of Dayton, Dayton, Ohio (2015 – present).

Associate Professor – The University of Dayton, Dayton, Ohio (2001 – 2015)

Assistant Professor - The University of Dayton, Dayton, Ohio (1995 - 2001).

Lecturer - Texas Tech University, Lubbock, Texas (1994 - 1995).

Teaching/Research Assistant - Texas Tech University (1991 - 1994).

#### Industry Experience

Video Production Coordinator - Cambridge Advertising Agency, Amarillo, Texas (1986 - 1990). Wrote, directed and produced television commercials and short industrial films. Interacted regularly with clients to generate and develop ideas. Created scripts and storyboards, managed entire production process including assembling film crew, directing shoot, off-line editing and direction of on-line editing. Wrote proposals and prepared production budgets.

Commercial Production Manager - KIXZ/KMML Radio, Amarillo, Texas (1983 - 1986). Managed station production department. Wrote, recorded and engineered radio commercials and promotional announcements. Assigned and scheduled production for station staff announcers.

Radio Announcer/Program Director - (1977 - 1983) Program Director and/or staff announcer for four radio stations in small and medium-sized markets.

**Published Research: Peer Reviewed Journals**

Kenworthy, Thomas and John R. Sparks (2016) "Scientific Progress in Marketing: An Analysis of Theory Testing in Marketing's Major Journals," *European Management Journal*, 36 (October), 466-474.

Sparks, John R. (2015), "A Social Cognitive Explanation of Situational and Individual Effects on Moral Sensitivity," *Journal of Applied Social Psychology*, 45 (1), 45-64.

Pan, Yue and John R. Sparks (2012), "Antecedents, A Consequence, and Measurement of Ethical Judgments: Review and Meta-Analysis," *Journal of Business Research*, 65 (January), 84-91.

Sparks, John R. and Yue Pan (2010), "The Ethical Judgments Construct: Definition, and Research Agenda," *Journal of Business Ethics*, 93 (February), 405-418.

Sparks, John R. and Charles S. Areni (2008), "Style Versus Substance: Multiple Roles Of Language Power In Persuasion" *Journal of Applied Social Psychology*, 38 (January), 37-60.

Sparks, John R. and Joseph Schenk (2006), "Socialization Communication, Organizational Citizenship Behaviors, and Sales in a Multilevel Marketing Organization," *Journal of Personal Selling and Sales Management*, 26 (Spring), 161-180.

Areni, Charles S. and John R. Sparks (2005), "Language Power and Persuasion," *Psychology and Marketing*, 22 (June), 507-525.

Sparks, John R. and Charles S. Areni (2002), "The Effects of Sales Presentation Quality and Initial Perceptions on Persuasion: A Multiple Role Perspective," *Journal of Business Research*, 55 (June), 517-528.

Sparks, John R. and Joseph Schenk (2001), "Managing Multilevel Marketing Organizations: An Exploration of How Transformational Leadership Leads to Performance," *Journal of Organizational Behavior*, 22 (December), 849-869.

Sparks, John R. and J. Paul Merenski (2000), "Recognition-Based Measures of Ethical Sensitivity and Reformulated Cognitive Moral Development: An Examination and Evidence of Nomological Validity," *Teaching Business Ethics*, 4 (November), 359-377.

Sparks, John R. and Shelby D. Hunt (1998) "Marketing Researcher Ethical Sensitivity: Conceptualization, Measurement, and Exploratory Investigation," *Journal of Marketing*, 62 (April), 92-109.

### **Published Research: Peer Reviewed Journals (Continued)**

Sparks, John R., Charles S. Areni and K Chris Cox (1998), "An Investigation Of The Effects Of Language Style And Communication Modality On Persuasion," *Communication Monographs*, 65 (June), 108-125.

Sparks, John R. and Mark C. Johlke (1996), "Factors Influencing Student Perceptions of Unethical Behavior by Personal Salespeople," *Journal of Business Ethics*, 15 (August), 871-887.

Sparks, John R. (1994), "Machiavellianism and Personal Success In Marketing: The Moderating Role of Latitude for Improvisation," *Journal of the Academy of Marketing Science*, 22 (Fall), 393-400.

### **Published Research: Other Publications and Presentations**

Sparks, John R. (2015), "Ethical Judgments are Different: An Information Processing Perspective on the Unique Nature of Ethical Judgments and Ethical Judgment Processes," in Nill, A. (Ed.), *Handbook on Ethics and Marketing*, Northampton, MA: Edward Elgar Publishing.

Sparks, John R. (2011), "On Shelby Hunt, Ethics, and Research Traditions," in Sheth, J. (Ed.) and Sparks, J. R. (Vol. Ed.), *Marketing Legends, Volume 6: Shelby Hunt. Macromarketing, Ethics, and Social Responsibility: The Research Tradition Period* (vol. 6). Thousand Oaks, California: Sage Publications.

Sparks, John R. (2008), "Do Top Management Teams Need Chief Marketing Officers?" *Academy of Management Perspectives*, 22 (May), 101-103.

Areni, Charles, John R. Sparks and Patrick Dunne (1995), "'Fitting' In-Store Background Music With Store Image Is More Difficult Than Meets The Ear," *Advances in Consumer Research*, vol. 23, Association for Consumer Research.

Sparks, John R. and Mark C. Johlke (1995), "An Experimental Investigation of Personal Selling Job Attributes and Their Effects on Job Desirability, Prestige and Dimensions of Sales Success," *Developments in Marketing Science*, vol. 28, 139-143.

"The Influence of Power of Style and Communication Mode on Persuasion and Audience Evaluation of the Speaker," with Wesley C. King, Jr. and Charles S. Areni. Presented at the 1997 meeting of the Academy of Management.

Book Review: Anderson, Rolph (1995), *Essentials of Personal Selling: The New Professionalism*, reviewed for the *Journal of the Academy of Marketing Science* 24 (Spring).

### **Textbook Authorship**

Contributing author, with Irene Dickey, to *Applied Basic Marketing*, by Daniel Padgett, Andrew Loos, and Christian Jurinka. Work contracted with John Wiley & Sons, forthcoming.

## **Volume Editorship**

*Marketing Legends, Volume 6: Shelby Hunt. Macromarketing, Ethics, and Social Responsibility: The Research Tradition Period.*

## **Current research Projects**

“Ethical Sensitivity in Professional Selling: Using Cognitive Responses to Connect Ethical Issue Recognition and Ethical Judgments.” Theoretical framework complete. Data instruments and stimuli complete, initial data collected. Sample being recruited for additional data collection.

“An Investigation of the Discriminant Validity of Dispositional Antecedents to Ethical Sensitivity,” Theoretical framework complete. Data instruments and stimuli complete, initial data collected. Sample being recruited for additional data collection.

## **Ad Hoc Reviewer (Dates Vary)**

*Journal of Business Ethics*  
*Journal of Consumer Psychology*  
*Journal of Marketing*  
*European Journal of Marketing*  
*Economic Inquiry*  
*Journal of Psychology*

*Journal of Applied Social Psychology*  
*Journal of Business Research*  
*Thunderbird International Business Review*  
*Swiss Journal of Social Psychology*  
*Ethics and Behavior*  
*Human Relations*

## **Professional Affiliations**

American Marketing Association

Academy of Marketing Science