

CURRICULUM VITAE

JOHN H. ANTIL, PhD
Associate Professor
College of Business and Economics
Department of Business Administration
University of Delaware
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EDUCATION

THE PENNSYLVANIA STATE UNIVERSITY

Received PhD

Major: Marketing
Supporting field: Organizational Behavior
Outside Minor: Social Psychology

AMOS TUCK SCHOOL OF BUSINESS at Dartmouth College

Received MBA

Program included a wide variety of courses with an emphasis in Marketing and Finance.

UNIVERSITY OF MASSACHUSETTS

Received BA

Major: Economics
Diversified program including 35 credits of math and sciences.

BUSINESS EXPERIENCE

GENERAL ELECTRIC CO.

Assistant to Senior Vice-President and General Counsel

Performed several administrative and research functions of personal interest to the Senior Vice-President. Primary responsibility was to assist the SVP in his transition from General Counsel to a member of a recently established four man planning staff. This necessitated considerable involvement with a new strategic planning and control system established by the Company in 1970. Prior to leaving G.E., was a voting member (as substitute for SVP) of the Executive Board, the group of top executives which directed and approved all projects and plans for each of the ten Divisions of the Company.

Marketing Staff - Housewares Division

Responsibilities included developing new products and an in depth study to determine locations for foreign manufacturing facilities.

AMF, Inc.

Assistant to Vice-President, Washington Operations

Mainly involved in Market Research, but also included wide exposure to top management and the overall operation of the firm.

TEACHING EXPERIENCE

THE UNIVERSITY OF DELAWARE	- Sept. 1981 to present
Assistant Professor	- Sept. 1981 - 1988
Associate Professor	- Sept. 1988 to present

THE PENNSYLVANIA STATE UNIVERSITY - Sept. 1979 to May 1981
Visiting Assistant Professor of Marketing

THE UNIVERSITY OF VERMONT - Feb. 1977 to May 1979
Assistant Professor of Business Administration

TEACHING CONCENTRATION

Marketing Management and Strategy, Buyer Behavior, Principles of Marketing, and Introduction to Business

RESEARCH

Refereed Articles

Antil, John H., Rick Burton, and Matthew Robinson, (2012), "Exploring the Challenges Facing Female Athletes as Endorsers", *Journal Of Brand Strategy*, vol. 1, no. 3, pp. 292 - 307

Matthew Robinson, John Antil, and Rick Burton (2009) "Guys want to be Like Mike, but Women want Mia (Hamm) to be Like Them: Exploring the Challenges Facing Female Athletes as Endorsers", *Proceedings of the 2009 Sport Marketing Association Conference*

Antil, John H. and Chris Kydd (2008), "Learning Through Immersion in

Business”, *Decision Sciences Journal of Innovative Education*, Vol. 6, no. 1, (January), pp. 167 – 172.

Pavelchak, Mark, John H. Antil, and James Munch (1993), "Why Do People Recall TV Ads? A Comparison of Viewer Beliefs And Objective Contextual Determinants of Recall", in *Classical and Contemporary Perspectives on Marketing Thought*, P. Rajan Varadarajan and Bernard Jaworski eds. American Marketing Association.

Antil, John H., (1992) "Are You Committing Marketcide?" *Journal of Services Marketing*, Vol. 6, No. 2 (Spring), pp. 45-53.

Also appears in *The Journal of Product and Brand Management*, 1993, Vol. 2, Issue 3, pp 55 – 64.

Pavelchak, Mark, John H. Antil, and James Munch (1988), "The Super Bowl: An Investigation into the Relationship Among Program Context, Emotional Experience, and Ad Recall," *Journal of Consumer Research*, Vol. 15, No. 3 (December), pp. 360-367.

Antil, John H., (1988) "New Product Adoption - When Does it Happen?," *Journal of Consumer Marketing*, Vol. 5, No. 2, Spring, pp. 5-16.

Antil, John H. and James Munch (1988), "The Drugstore Shopper: Who are They and What Do They Buy?," *Journal of Pharmaceutical Marketing & Management*, Vol. 2, No. 3 (Spring), pp. 11-38.

Antil, John H. (1986), "Consumer Perceptions of Convenience Food Users," in *Advances in Consumer Research*, Vol. 14, Paul Anderson and Mellanie Wallendorf, eds., Chicago: Association for Consumer Research, (summary), p. 558.

Antil, John H. (1985) "Couponing as a Promotional Tool: Consumers Do Benefit", *Journal of Consumer Affairs*, Vol. 19, No. 2 (Winter), pp. 316-327.

Antil, John H. (1984) "Socially Responsible Consumers: Profile and Implications for Public Policy", *Journal of Macromarketing*, (Fall), pp. 18-39.

Antil, John H. (1984) "Conceptualization and Operationalization of Involvement," in *Advances in Consumer Research*, Vol. 11, Tom Kinnear, ed., Chicago: Association for Consumer Research, pp. 203-209.

Antil, John H. (1983) "Uses of Response Certainty in Attitude Measurement," in *Advances in Consumer Research*, Vol. 10, Richard Bagozzi and Alice Tybout eds., Chicago: Association for Consumer Research, pp. 409-415.

Conference Presentations

"Guys want to be Like Mike, but Women want Mia (Hamm) to be Like Them: Exploring the Challenges Facing Female Athletes as Endorsers", with Rick Burton, Proceedings of the 2009 Sport Marketing Association Conference, October 30, 2009.

"Conceptualization and Operationalization of Involvement," Association for Consumer Research, Association for Consumer Research, 1984

Book Chapters

"Construction and Validation of a Scale to Measure Socially Responsible Consumption Behavior," with Peter D. Bennett, in *The Conserver Society*, Karl Henion and Thomas Kinnear eds., Chicago: American Marketing Association, 1979, pp. 51-68.

"Who Buys What Where?" with James Munch, in *Marketing Pharmaceutical Services: Patron Loyalty, Satisfaction and Preferences*, Harry A. Smith and Stephen Joel Coons, eds., 1992, pp. 71-97. Published previously as "The Drugstore Shopper: Who Are They and What Do They Buy?" in *Journal of Pharmaceutical Marketing and Management*, Vol.2, No.3, Spring, 1988, pp. 11-38

Book Reviews

Research in Consumer Behavior, Volume 2, JAI Press Inc. Sheth and Hirschman (editors), *The Journal of Consumer Affairs*, Winter, Vol.23, No. 2, 1989, pp. 407-410.

WORK IN PROGRESS

"Brand Equity - Conceptualization and Measurement", data collection in process, target journal undecided.

"Super Bowl Advertising, What You See Should Not Be What You Get", data collection under way, multiple manuscripts likely will be prepared. One likely to be submitted to *Journal of Advertising Research*.

REVIEWING AND CONFERENCE ACTIVITY

Reviewer, AMA Summer Marketing Educator's Conference, 2003
Reviewer, 2002 SCP Winter Conference, 2001
Session Chair and Reviewer, World Marketing Conference, 1999
Reviewer, 1995 AMA Summer Marketing Educator's Conference
Journal of Consumer Affairs - 1986-1994
Journal of Consumer Research - 1987
Journal of Macromarketing - 1987-1991
Journal of Public Policy & Marketing - 1991
Association For Consumer Research - 1989-1990,1994
Society for Consumer Psychology - 1989
American Marketing Association - 1993-1995
Marketing Science Conference - 1991
Academy of Marketing Science - World Marketing Conference - 1994
Marketing Science Conference, Session Chair - 1991
Association For Consumer Research, Discussant – 1990

GRANTS

“Pursuing Excellence in Business: An Introduction for Freshman Majors”, General Education Initiative Grant, 2003-2004, University of Delaware.

"Time of Day Pricing System Consumer Survey"
Proposal accepted by Oak Ridge National Laboratory and Department of Energy to study consumer reactions to time-of-day pricing for electricity.

PRESENTATIONS

“Super Bowl Advertising”, invited talk at Syracuse University, January 25, 2011
“Super Bowl Advertising: When a Second is Worth \$76,000”, Delaware Alumni Association Lecture Series, Lewes DE and Milford DE, March 10, 2006
“Super Bowl Advertising”, Wilmington Rotary Club, January, 2004
"When a Second is Worth \$40,000", Caesar Rodney Rotary Club, January 26, 1996
"When a Second is Worth \$30,000", Breakfast Series, December 13, 1993
"Lessons to be Learned From DELRIN", DELRIN Heroes Celebration, E I. DuPont de Nemours & Company, December 4, 1992
"Are You Committing Marketcide", Breakfast Series, December 13, 1988

ACADEMIC SERVICE ACTIVITY

MBA Case Competition, Faculty Coordinator, 2012-2013
MBA Case Competition Panel 2011, 2012
Faculty Advisor, Dean's Student Advisory Board, 2010 – Present
Student Life Committee, 2011- Present
Honors Committee, 2009 – Present
Employer Advisory Board, Career Services, 2010 – Present
Appeals Board, Parking Services, 2010 – Present

Head of Marketing Faculty, Department of Business Administration, University of Delaware. 1989 - 2000

Strategic Planning Committee, 1998

Undergraduate Curriculum Committee, , 1998-2000 (Chair), 2001- 2003

AACSB Reaccreditation Committee, 1998-2000

Faculty Search Committee, Department of Food and Resource Economics, 1996

Faculty Advisor, American Marketing Association Student Chapter, University of Delaware.

Member, Building Committee, University of Delaware

Member, Reprographics Committee, University of Delaware

Member of the Graduate Program Committee in the Department of Business Administration, University of Delaware.

Member of the Dean's Scholar Committee in the College of Business and Economics, University of Delaware.

Coordinator, Alpha Mu Alpha honor society in the Department of Business Administration, University of Delaware.

Member of the External Programs Committee in the Department of Business Administration, University of Delaware.

Member of the Faculty Appraisal Task Force, in the Department of Business Administration, University of Delaware.

Member of the Honors Committee, in the Department of Business Administration, University of Delaware.

Member of the Research Committee, in the Department of Business Administration, University of Delaware.

Member of the Undergraduate Studies Committee, University of Delaware.

PUBLICITY/MEDIA CONTACTS

Partial listing of contacts made related to providing expertise primarily related to sports marketing and/or advertising during the Super Bowl.

Radio/TV- Live And Taped Interviews

CBS Radio Network, Interviews through NYC Office, March 29, 2013, Unemployment

WGN Radio, Chicago, August, 2012 – Female Athlete Endorsements

NPR, AirTalk, August, 2012 – Female Athlete Endorsements

CBS Radio Network, Interviews through NYC Office, September, 2012, Unemployment

WILM, Wilmington, DE and WDEL, Wilmington, DE, January, 2012

WKMJ, San Jose, CA, Chris Daniles Show, 2012 Economy, housing market

WKMJ, San Jose, CA, Chris Daniles Show, 2011 – 4 times – all about state of economy

CBS Network Radio (5 times), WKMJ- Fresno (3 times) (2008)

WHYY, CH. 12 TV March, 2007

WILM, Wilmington, DE January, 2007

WDEL, Wilmington, DE January, 2004-2007

ESPN, Dan Patrick Talk Show January, 2004

NPR, Dedra James Morning Show January, 2004

CNBC, Mike Rush January, 2004

WDEL, Wilmington, DE	January – February 2003, 2004
J-Wave, Tokyo, Japan	June, 2001
WTLT (Washington, DC), KIRV (Seattle, WA), CBS (Los Angeles), WOR (Dolans, New York), Voice of America	January, 2001
WDWS Champaign, IL	February, 1, 1999
WDWS Champaign, IL	January 23, 1998
WDWS Champaign, IL	January 24, 1997
WDWS Champaign, IL	January 29, 1996
WDWS Champaign, IL	January 24, 1996
WDWS Champaign, IL	January 27, 1995
WDWS Champaign, IL	January 20, 1995
WKOA Denver, CO	January 26, 1994
WILM Wilmington, DE	January 26, 1994
National Business Radio Network	January 26, 1994
KFRU Columbia, MO	January 26, 1994
KDKA Pittsburgh, PA	January 26, 1994
CKNW Vancouver, BC	January 27, 1994
WDWS Champaign, IL	January 27, 1994
KSDA San Diego, CA	January 25, 1994
KIRO Seattle, WA	January 16, 1993
KRLD Dallas, TX	January 16, 1993
WOAI San Antonio, TX	January 29, 1993
American Sports Network	January 30, 1993

Newspapers/Magazines - Interviews for Articles

LA Times, August, 2012, Tabloid Treatment of Female Athletes
 Bloomberg News, London, November, 2012, Female Athlete Endorsements
 Asian News International, July, 2012
 UPI, United Press International, London, September 2012, Female Athlete Endorsements
Business First, Columbus, Ohio, Jan. 2012, NHL All-Star Game
 St. Louis Post Dispatch, Baltimore Sun, *Detroit Free Press*, *Wilmington News Journal*
Wilmington News Journal, January 31, 2007, pg. 1
St. Louis Post Dispatch, January, 2007
Newswise (press release), January, 29, 2007
The Record (Bergen county, NJ), October 29, 2006
Baltimore Sun, March 28, 2006
Cape Life, March 21, 2006
Columbus Dispatch, February 14, 2006
Delaware State News, February 4, 2006
Washington Times, February 3, 2006
 Agence France Presse, February 1, 2006
Detroit News, February 1, 2006

Baltimore Sun, October 19, 2005
Philadelphia Dailey News, May 12, 2005
Atlanta Business Chronicle, June 20, 2005,
January 7, February 7, February 8, February 24, 2005
USA Today, January 22, 2004
Detroit Free Press (AP), January, 2004
Detroit News, January 22, 2004
Newswise press release, January 27, 2004
Valley News, Lebanon NH, 2004
Wilmington News Journal, December 10, November 26, October 13, 2004
Indianapolis Star, August 1, 2004
Sacramento Bee, June 26, 2004
Associated Press, December 4, 2003
USA Today, December 4, 2003
United Press International, January 14, 2003
Santa Rosa Press Democrat, April 27, 2003
Knight Ridder/Tribune Business News, May, 10, 2003
CNNFN, Denver Post, News Journal, Philadelphia Inquirer, 2003
Associated Press, February 14, 2002
Denver Post, April 23, 2002
Several January 2000, 2001, 2002 Newspaper interviews
Wilmington News Journal, March 5, 1999, pp. A1, A9
Wilmington News Journal, January 29, 1999, pp. D1, D2
Macon Telegraph, January 19, 1999, pp. 1, 4A
Sun Sentinel, Fort Lauderdale Florida, January, 1999
St. Petersburg Times, April 3, 1998
Business Week, January 26, 1998, p. 70
Wilmington News Journal, December 4, 1998, pp. D1, D2
Hartford Courant, September 5, 1998
Baltimore Sun, June 10, 1997,
Wilmington News Journal, May 20, 1997, pp. 1, A4
Delaware Business Review, August 19 – 24, 1996, pp. 18, 20
Delaware State News, August 14, 1996, pg. 14
Delaware Business Review, October 30 – November 5, 1995, pp. 1, 3
Wilmington News Journal, December 1, 1994, pg. A5
Associated Press Release, January 30, 1994
Wilmington News Journal, January 9, 1994
New York News Day, January 11, 1993
Washington Times, January 27, 1993, pg. C3
San Diego Union Tribune, January 23, 1993, pg. x
Sun San Bernardino, January 28, 1993
USA Today, June, 16, 1993, pg. C2
New York News Day, August 3, 1993
Wilmington New Journal, July 19, 1993
Baltimore Sun, October 2, 1993
Baltimore Sun, October 7, 1993
Wilmington News Journal, December 27, 1992, pg. G1

Online/Internet

TheAtlantic.com, August, 2012, Yahoo, Huffington Post, Business Insider, News Track India, etc. Female athlete endorsements
News24.com, January 2, 2007
MSNBC.com, January 11, 2007
KeepMedia, January, 31, 2006
USAToday.com, Espn.com, January, 2004
MSNBC, February 1, 2005
CNN, February 10, 2005
CNNMoney, February, 14, 2005
CNNMoney, July 8, 2005
CNNMoney, >5 times, 2003-2004, CNNFN, 3 times, 2001
CNNMoney, January 9, 2003
SI.com, July 7, 2003
AbcNEWS.com, July, 2001

AWARDS, DISTINCTIONS, AND MEMBERSHIPS

American Marketing Association
Association for Consumer Research
Phi Kappa Phi
Beta Gamma Sigma
Alpha Mu Alpha
American Marketing Association Dissertation Grant
Wicke's Market Research Competition (directed student consumer research project which placed second in national competition)
Outstanding Undergraduate Teaching Award, 1981, Penn State
University of Delaware Research Grant 1981, 1982, 1985
Outstanding Young Men of America, 1983
Outstanding Teaching Award, 1985 and 1994 University of Delaware
Golden Key Society, Honorary Member, University of Delaware

COMMUNITY SERVICE

Big Brother Program State College, PA and Newark, DE	1979-1989
United Way of Delaware Volunteer, Member Marketing Committee	1982-1986
Baseball Coach, New Castle County Department of Recreation	1989-1993
Soccer Coach, New Castle County Department of Recreation	2002

CONSULTING AND EXECUTIVE EDUCATION

United Way of America, Washington, DC
E.I. DuPont de Nemours & Company, Wilmington, Delaware
Blue Cross Blue Shield of Delaware
Avon, Inc., Newark, Delaware
Cleveland Foundation, Cleveland, Ohio
United Way of Philadelphia
American Red Cross, Washington, D.C.
Bancroft Construction Company, Wilmington, Delaware
Belfint, Lyons, and Shuman, Wilmington, Delaware
TeleCall Inc., Newark, Delaware
Murphy Welch & Spadaro (Expert Witness)