

Curriculum Vitae (2020 – 2010)**Education**

- Ph.D.** University of Oregon (Major: Marketing)
Dissertation: “Developing Consumer Trust in a Computer-Mediated Environment: An Investigation of Market Signals”
- M.B.A.** California State University Northridge
Emphasis: Business Education/Economics
- B.S.** California State University Northridge
Major: Business Administration (Emphasis: Marketing)
- B.S.** California State University Northridge
Major: Business Education (Emphasis: Economics)

Research Interests

- Sports Marketing – Fan Behaviors and Attitudes; “Old School” Values; Team Identification; Team Preference Formation; Color Effects in Sport
- Consumer Behavior in a Computer-Mediated Environment – Trust Transference and Signaling Effects; Decision-Making in an Internet Context
- Branding – The Effects of Geographic Branding; the Interaction of Brand and Geographic Personalities; Political Brand Image
- Innovative Teaching Methods – Collaborative Course Development

Research Activity & Scholarship**Publications (Journals Articles, Book Chapters, and Reports):**

41. Aiken, K. Damon, Kathryn Mercruio, Ajay Sukhdial, and Kyaw Soe (2019), “Make my Brand Great Again: Exploring the Wisdom of Political Brand Personality,” *Advances in Consumer Research*, 47, 427-428.
40. Sloan, David, Damon Aiken, and Alan Mikkelson (2018), “Places in Names: An Investigation of Regional Geographic Congruency,” *Journal of Product and Brand Management*, 27(7), 781-792.
39. Downing, James, Damon Aiken, David McCoy, M.E. Matthews, and Kasey Deatley (2018) “Collaborative Course Development: A Comparison of Business and Non-Business Perceptions of Class Experience,” *International Journal of Management Education*, 16(2), 256-265.
38. Aiken, Damon, Colleen Bee, and Nefertiti Walker (2018), “From Passion to Obsession: Development and Validation of a Scale to Measure Compulsive Sport Consumption,” *Journal of Business Research*, 87, 69-79.
37. Shin, Sohyoun, K. Damon Aiken, and Vincent A. Aleccia (2017), “Business Students’ Perceptions of Academic Misconduct, Credential Embellishment, and Business Unethicality,” *Journal of Business Ethics Education*, 14, 69-92.

36. Sukhdial, Ajay, Damon Aiken, and Goutam Chakraborty (2017), “Old School Sports Fans: An Investigation of Values Connections and Congruence,” *International Journal of Sport and Society*, 8(2), 25-36.
35. Aiken, Damon, Timothy Heinze, Matthew Meuter, and Kenneth Chapman (2017), “The Impact of Collaboration, Empowerment, and Choice: An Empirical Examination of the Collaborative Course Development Method,” *Marketing Education Review*, 27(1), 39-50.
34. Aiken, Damon, Timothy Heinze, Matthew Meuter, and Kenneth Chapman (2016), “Innovation through Collaborative Course Development: Theory and Practice,” *Marketing Education Review*, 26(1), 57-62.
33. Aiken, Damon, Ajay Sukhdial, Lynn Kahle, and James Downing (2015), “Linking Fan Values and Sponsorship Effectiveness: The Case of *Old School Values*,” *Sport Marketing Quarterly*, 24(1), 56-66.
32. Aiken, Damon, Sohyoun Shin, and Vincent Pascal (2014), “An International Investigation of Source Influence Effects of Internet Trustmarks,” *Journal of Internet Commerce*, 13(2), 89-115.
31. Aiken, Damon and Vincent Pascal (2013), “Seeing Red, Feeling Red: An Exploration of Color and Framing Effects in College Football,” *International Journal of Sport and Society*, 3, 4-21.
30. Aiken, Damon, Richard M. Campbell, and Eric C. Koch (2013), “Exploring the Relationship between Team-as-Brand Personality and Geographic Personality: Consumer Perceptions of Sport Teams and Cities,” *International Journal of Sport Marketing and Sponsorship*, 15(1), 7-19.
29. Aiken, Damon (2013), “Trustmarks as Internet Certifications: An Investigation of Source Influences,” *Journal of International Business Disciplines*, 8(1), 1-16.
28. Aiken, Damon, and Wendy Eager (2013), “The Impact of Cognitive Style on Interpersonal Trust Development,” *International Journal of Interdisciplinary Research*, 1(2), 48-61
27. Shin, Sohyoun, Sungho Lee, Damon Aiken, and Seoil Cha, (2012), “*Made In vs. Shipped From*: Country of Delivery Origin Effects and the Role of Perceived Risk,” *Journal of Internet Commerce*, 11(3), 187-207.
26. Aiken, Damon, and John A. Conrad (2012), “Source Influences of Internet Trustmarks: An Exploratory Study,” *Business Research Yearbook*, 19(1), 41-46.
25. Shin, Sohyoun and Damon Aiken (2012), “The Mediating Role of Marketing Capability between Strategic Orientations and Firm Performance: Empirical Evidence from Korean Companies,” *Asia Pacific Journal of Marketing and Logistics*, 24(4), 1-30.
24. Teague, Bruce, Damon Aiken, and George W. Watson (2012), “When Does Breach of the Organizational-Consumer Psychological Contract Affect the Employee’s Desire to Stay?” *Journal of Organizational Culture, Conflict, and Communication*, 16(2), 69-80.
23. Nemetz, Patricia, Damon Aiken, Vance Cooney, and Vincent Pascal (2012), “Should Faculty Use Social Networks to Engage with Students?” *Journal for Advancement of Marketing Education*, 20(1), 19-28.
22. Lee, Chiawen, Damon Aiken, Huang Chia Hung (2012), “Effects of College Students’ Video Gaming Behavior on Self-Concept Clarity and Flow,” *Social Behavior and Personality*, 40(4), 673-680.
21. Aiken, Damon and Keven Malkewitz (2010), “The Influence of Program Context Intensity: An Examination of Television Advertising During War News,” *Journal of Current Issues and Research in Advertising*, 32(2), 27-40.

20. Aiken, Damon, Richard M. Campbell, and Ajay Sukhdial (2010), “Old School Values in a New School Consumption Environment: A Study of the Arena Football League,” *Sport Marketing Quarterly*, 19(3), 125-131.
19. Lee, Chiawen and Damon Aiken (2010), “Changing Brand Associations in Taiwan: Nike’s Sponsorship of High School Basketball,” *Journal of Sponsorship*, 3(3), 249-259.
18. Cauley, Fattaneh, Damon Aiken, and L. Keith Whitney (2010), “Technologies Across Our Curriculum: A Study of Technology Integration in the Classroom,” *Journal of Education for Business*, 85, 114-118.

Presentations and Publications in Refereed Conference Proceedings:

39. Aiken, K. Damon, Ajay Sukhdial, and Matthew Meuter (2020), “A Foundational Investigation of the Theory of Brand Comfort,” *Association of Marketing Theory and Practice*, virtual conference, held August 5-6.
38. Aiken, K. Damon, Matthew Meuter, Ajay Sukhdial, and Phoebe Jones (2019), “Exploring the Wisdom of Brand Comfort: An Investigation of Comfort Foods and Comfort Brands,” *Association for Consumer Research*, Atlanta, October.
37. Sukhdial, Ajay and K. Damon Aiken (2018), “Testing the Personal Values – Advertisement Values Congruence Hypothesis,” *Sport Marketing Association Conference*, Dallas, October 25-27.
36. Aiken, K. Damon, Richard M. Campbell, Aubrey Kent, Ajay Sukhdial, and Keven Malkewitz (2018), “Linking Fan Values to their Behaviors: An Investigation of *Old School* Values in relationship to BIRGing, CORFing, BIRFing, and CORSing,” *Sport Marketing and Sponsorship Conference*, San Diego, March 8-10.
35. Aiken, K. Damon, Ajay Sukhdial, Richard M. Campbell, Aubrey Kent, “A Foundational Investigation of Fans’ Attitudes towards Tanking and the Values-Based Connections that Lie Beneath Them,” *Sport Marketing Association Conference*, Boston, November 1-3.
34. Aiken, K. Damon, Richard M. Campbell, Aubrey Kent, and Ajay Sukhdial (2016), “Further Explorations of Unusual Fan Phenomena: An Investigation of BIRFing, CORSing, and Attitudes Towards Tanking,” *Sport Marketing Association Conference*, Indianapolis, November 2-4.
33. Sukhdial, Ajay, K. Damon Aiken, and Goutam Chakraborty (2016), “Old School Fan Values: An Investigation of Motivations, Congruence, and Commitment,” *Sport Marketing Association Conference*, Indianapolis, November 2-4.
32. DeAtley, Kasey, Damon Aiken, M.E. Matthews, David McCoy, and Jim Downing (2015), “Collaborative Course Development: A New Model for Improved Student Outcomes,” *CELT – Center for Excellence in Learning and Teaching* annual conference, Oct. 1-3.
31. Aiken, Damon, Timothy Heinze, Kenneth Chapman, and Matthew Meuter (2015), “An Exploration of Collaborative Course Development in Marketing Courses,” *Academy of Marketing Science Educators’ Conference*, May 17-19.
30. Aiken, Damon, Colleen Bee, and Nefertiti Walker (2014), “Consumer Over-Engagement: A Foundational Investigation of Sport Consumption Addiction,” *Academy of Marketing Science Educators’ Conference*, May 21-23.
29. Aiken, Damon and Ajay Sukhdial (2013), “Seeing Red, Feeling Red: Does Changing Field Color Influence *Old School* Fans? *Sport Marketing Association*, October 23-25.

28. Bee, Colleen, Nefertiti Walker, and Damon Aiken (2013), “Our Compulsive and Autotelic Culture: Exploring the Curious Case of Sport Consumption Addiction,” *Marketing and Public Policy Conference*, June 2-4.
27. Aiken, Damon and Richard Campbell (2012), “Extreme Fan Behaviors: An Investigation of Sport Consumption Addiction,” *Sport Marketing Association*, October 23-26.
26. Aiken, Damon, Sohyoun Shin, and Vincent Pascal (2012), “Explorations of Internet Trustmark Source Characteristics,” *AMA Summer Educators’ Conference*, August 16-18.
25. Shin, Sohyoun, Damon Aiken, and Vincent Pascal (2012), “The Differential Effects of Internet Trustmark Sources: An Exploratory Study of Korean and US Consumers,” *AMA Summer Educators’ Conference*, August 16-18.
24. Aiken, Damon and Lynn Kahle (2012), “Old School Values in Sport: Exploring Relationships to Fan Identification, Sponsor Recognition, and Sponsor Perceptions,” *International Conference on Sport and Society*, Cambridge University, July 23-25.
23. Aiken, Damon and Lynn Kahle (2012), “Old School Values in Men’s Collegiate Basketball: Exploring Relationships with Fan Identification and Sponsor Recognition,” *University of Oregon’s Focus on Sponsorship Conference*, June 20-22.
22. Hazelbaker, Chadron and Damon Aiken (2012), “Exploring Fan Identification, Sponsor Perceptions, and Sponsor Recognition in the Western Hockey League,” *North American Society for Sport Management*, May 22-26.
21. Aiken, Damon, and John A. Conrad (2012), “Source Influences of Internet Trustmarks: An Exploratory Study,” *International Academy of Business Disciplines*, April 19-21.
20. Aiken, Damon and Vincent Pascal (2011), “Seeing Red, Feeling Red: An Exploration of Color and Framing Effects in College Football,” *American Marketing Association’s Summer Educators’ Conference*, August 5-7.
19. Aiken, Damon and Richard M. Campbell (2010), “Exploring the Relationship between Team-as-Brand Personality and Geographic Personality: Consumer Perceptions of Sport Teams and Cities,” *American Marketing Association’s Summer Educators’ Conference*, August 13-16.
18. Lee, Chia Wen and Damon Aiken (2010), “An Exploratory Investigation of Video Gamers’ Behaviors, Preferences, and Flow Experiences,” *Changing the World through Meaningful Play: International Simulation and Gaming Association*, p. 39-43, held July 5-9.

Service, Grants and Awards

2020 –	Department Chair, Finance & Marketing Department
2019 – 2020	Member – RTP Task Force
2016 – 2019	Member – RTP and Leaves Committee
2015 – 2019	Member – Graduate Programs Committee
2017	Winner – CSUC College of Business, Faculty Research Support Award
2016	Winner – CSUC Academic Senate, Professional Achievement Honor
2016 – 2018	Coordinator – COB Assurance of Learning
2016	Winner – CSUC College of Business, Faculty Research Support Award
2015	Winner – CSUC College of Business, Faculty Research Support Award
2015	Member – RESP, Research and Sponsored Programs Committee

- 2014 *Winner* – CSUC College of Business, Faculty Research Support Award
2014 – 2015 Advisor – CSUC Student Chapter of American Marketing Association
2014 – 2018 Coordinator – MKTG 305 Core Course Coordinator
2013 – 2016. Member – Undergraduate Curriculum Committee
2013 – 2015 Member – Library Advisory Committee & COB Library Liaison
2013 *Winner* – Marketing Management Association’s Teaching Excellence Award
2012 *Winner* – Eastern Washington University Outstanding Faculty in Teaching Award
2012 – 2013 Member – Assurance of Learning Task Force
2012 – 2013 Member – EWU Research and Scholarship Committee
2010 -2012 Member/Chair – Department Personnel Committee

Teaching Experience

Courses taught at California State University, Chico (2013 – pres):

- MKTG 673 (Strategic Management)
- MKT 482 (Sports Marketing)
- MKTG 380 (Marketing Research)
- MKTG 371(Consumer Behavior)
- MKTG 305 (Principles of Marketing)