

# Jackie Eastman

Professor at Georgia Southern University

Statesboro, GA, US

Jackie Eastman is an expert in marketing research and buyer behavior.

---

## Biography

Jackie Eastman is a professor of marketing (Ph.D., Florida State University) who has been at Georgia Southern University since 2007. As a faculty member, she has taught undergraduates (marketing research, buyer behavior, marketing management), MBA students (strategic marketing and in the Georgia WebMBA program), Ph.D. students (buyer behavior seminar) and Principles of Marketing. As a researcher, Jackie Eastman has more than 75 journal articles including publications in the Journal of Academy of Marketing Science, Journal of Business Research, Journal of Business Ethics, Journal of Advertising, Journal of Consumer Marketing, Journal of Marketing Theory & Practice, Marketing Management Journal, Journal of Marketing Education, Journal of Education for Business, and Marketing Education Review, among others. Her research work has been cited numerous times in the literature. A recent 2012 article in the Journal of Consumer Marketing coauthored with Dr. Jun Liu, "The Impact of Generational Cohorts on Status Consumption: An Exploratory Look at Generational Cohort and Demographics on Status Consumption," has been commended for being among the most highly downloaded articles in the journal for articles published in the past two years, having received 1000+ downloads. Her undergraduate teaching has involved both the traditional classroom as well as online. With the Georgia WebMBA program, she has been a part of the program since 2001. She is the course lead for the WMBA 6050 Strategic Marketing course responsible for overseeing the course, the assessment of learning objectives, and training new faculty teaching the course. Her work in the WebMBA program has been recognized with the Georgia WebMBA Ken Stanley Outstanding Faculty of the Year award multiple times (2006-2007, 2009-2010, and 2011-2012 for two different cohorts). With the Ph.D. program in Logistics, she served 3 dissertation committees (including Stephanie Thomas) and chaired two additional dissertation committees. Eastman is very involved with training her students to be scholars (both on the undergraduate and graduate level). Her students have been involved with the Phi Kappa Phi Research Symposium (2009) and the Graduate Research Symposium (2013). Her research co-authored with students at Georgia Southern have resulted in six journal publications and six conference pieces along with three solo student pieces at external peer-reviewed outlets.

---

## Areas of Expertise

Online Pedagogy, Status Consumption, Strategic Planning for Making Marketing Plans, Marketing Management, Marketing Research, Buyer Behavior, MBA Marketing Strategy, Luxury Marketing, Sustainability

---

## Education

**Florida State University**  
Ph.D. Marketing Support Area: Psychology

**The Ohio State University**  
B.S. Marketing

---

## **Accomplishments**

**William A. Freeman Professor of the Year**  
2015

**Rutherford Award for Excellence in Teaching & Service in the MBA**  
2013

**William A. Freeman Professor of the Year**  
2011

**Jane White Marketing Scholar Award**  
2011

**W.A. & Emma Lou Crider Faculty Award for Excellence in Teaching**  
2010

**Brown & Williamson Tobacco Corporate Faculty Enrichment Award**  
2009

---

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)