

MEMORIAL RESOLUTION
JOHN OLIVER SUMMERS
(July 21, 1938 – February 29, 2020)

John Summers, professor emeritus of marketing at the Kelley School of Business, died February 29, 2020 at his residence, surrounded by his family. He was 81 years old.

John was born on July 21, 1938 in Evansville, Indiana, to Oliver and Marguerite (Backus) Summers. He attended Pike High School in Indianapolis; he received an undergraduate degree in aeronautical and astronautical engineering, a Master of Science in industrial administration, and a Ph.D. in management, all from Purdue University. He joined the marketing department at the Kelley School in 1969 and remained there until his retirement in April 2002.

At the Kelley School of Business, John taught a number of courses in both the marketing and quantitative analysis departments. John's major teaching focus was in the doctoral program. Because of his strong analytical background, John was asked very soon after joining the faculty to chair doctoral dissertations and to teach the marketing department's doctoral course in research methodology, Research Methods in Marketing. This methodology course, which he taught for more than 25 years, was invaluable in preparing doctoral students to plan and execute their dissertations. For several years, John also taught the multivariate statistics course required of all doctoral students at Kelley.

John was a hugely influential figure in the doctoral program. He was the epitome of tough love; he expected extremely high standards from his Ph.D. students. He worked with numerous doctoral students over his career; their dissertations adorned his bookshelf, and their papers with him helped them succeed in academia. During his tenure at Kelley, he chaired 16 doctoral dissertation committees and was a member of many others. John had a very successful research career, publishing over 30 research manuscripts in the top-tier marketing journals, as well as serving on marketing journal editorial boards for 26 years. John also received multiple awards for his doctoral students, from Purdue University, Indiana University, and professional associations. John received the Inspirational Guidance Award from the Kelley School's doctoral student association four times during his career.

While John will be remembered by his students for his relentless use of his red pen, Letterman Top Ten Lists, and doctorate classes held in his basement, friends and family also remember his passion for Purdue basketball and football, Hawaiian vacations, gratitude for Longboat Key views on his drives to the grocery store, and overwhelming love for his family. He was a role model of integrity, discipline and loyalty. He lived his retirement years to the fullest, traveling the world with his wife, Anne (whom he married September 10, 1961), playing golf, and visiting his family in Indianapolis.

When John retired, he continued to work seriously, but with a slight change in focus. His (leisure) research focused on 1) A Comparative Analysis of Florida Golf Courses, 2) An In-depth

Study of Waterways in the Sarasota Area, 3) A longitudinal Study of the Surf on Longboat Key, and 4) Island Living and Its Effect on Relaxation. All of this research was conducted on site(s)!

Despite his professional achievements, John claimed that his daughters, Jill and Debbie, were his top life accomplishments. "Papa John" found joy in his grandchildren and cherished memory-making vacations. Wherever they were, usual activities included watching movies from his extensive collection, nightly servings of ice cream, and impromptu dance parties.

John is survived by his wife, his two daughters, Jill Schein of Zionsville and Debra Hays of Indianapolis, his four grandchildren, Katelyn Schein, Kiley Schein, Logan Hays and Griffin Hays, two sons-in-law, Cary Schein and Aaron Hays, and his two sisters, Delores Bender of Zionsville and Phyllis Nicholson of Rochester, Michigan. He was preceded in death by both parents.