
Jacquelyn S. Thomas, Ph.D.

P.O. Box 750333
Dallas, TX 75275-0333
Cell: 214-717-7659
thomasj@smu.edu

Academic Appointments

- 2022- Present **INFORMS SOCIETY OF MARKETNG SCIENCE**
Elected *Vice President of Diversity Equity and Inclusion*
- 2008- Present **SOUTHERN METHODIST UNIVERSITY, Dallas, TX**
Edwin L. Cox School of Business
Professor of Marketing
2008-2022 Associate Professor
2021-2022 Frank and Susan Dunlevy Endowed Faculty Research Fellow
2020-2021 SMU Cox Media Expert of the Year Award
2019-2020 Boghetich Family Distinguished Teaching Award
2016-2017 Boghetich Family Distinguished Teaching Award
2015-2016 Outstanding MBA Teaching Award
2015-2016 Frank and Susan Dunlevy Endowed Faculty Research Fellow
2014-2015 Frank and Susan Dunlevy Endowed Faculty Research Fellow
2014-2015 MBA Distinguished Teaching Award
2010-2011 Outstanding MBA Teaching Award
2010-2011 Eugene T. Byrne Endowed Faculty Innovation Teaching Award
- 2002-2008 **NORTHWESTERN UNIVERSITY, Evanston, IL**
Integrated Marketing Communications Department
Medill School
Associate Professor of Integrated Marketing Communications
2003-2004 IMC Teacher of the Year Award
2002-2003 IMC Teacher of the Year Award
- 2000-2002 **EMORY UNIVERSITY, Atlanta, GA**
Goizueta Business School
Assistant Professor of Marketing
- 1997-2000 **STANFORD UNIVERSITY, Stanford, CA**
Graduate School of Business
Assistant Professor of Marketing

Education

J. L. Kellogg Graduate School of Management, Northwestern University, Evanston, IL
Doctor of Philosophy in Marketing with concentration in Econometrics. December 1997
Master of Science in Marketing, December 1995

Northwestern University, Evanston, IL
Bachelor of Arts in Mathematics. June 1991
Phi Beta Kappa

RESEARCH

Research Interests

- Customer Relationship Management Strategies and Metrics
- Corporate Social Responsibility
- Multi-Channel Retailing
- Database Marketing
- Social Media and Marketing Communications

Research Impact Analysis

(January 18, 2023)

	Google Scholar	Web of Science	Scopus
Citations	8200	1981	2629
h-index	20	14	15

Research Honors

Marketing Strategy Doctoral Consortium Faculty Mentor (at Texas A&M in June 2022)

Frank and Susan Dunlevy Endowed Faculty Research Fellow (2014, 2015, 2021)

Best Paper Award for the *Journal of Interactive Marketing* for the paper entitled “Investigating Cross-Buying and Customer Loyalty.” (2009)

Best Paper in Track for Summer AMA (2009)

Awards Committee Chairperson for the *Journal of Marketing* MSI/Paul H. Root Award and the Harold H. Maynard Award. (2007)

Best Paper in the Sales and Relationship Marketing Track for Winter AMA 2008 for the paper “An Empirical Investigation into the Link between CRM and Firm Performance” (with Martin Reimann and Oliver Schilke)

Journal of Marketing Editorial Board (2006-present)

Journal of Relationship Marketing, Advisory Board (2006-present)

Marketing Science Institute /H. Paul Root Award, 2006, for the article “Balancing Acquisition and Retention Resources to Maximize Customer Profitability” *Journal of Marketing*, 69 (January), 63-79 (With Werner Reinartz and V. Kumar). The award recognizes the *Journal of Marketing* article that made the greatest contribution to the advancement of the practice of marketing in that year.

AMA-Sheth Foundation Doctoral Consortium Faculty (2005-2012; 2014)

Contributed to the development of a social media engagement metric which MotiveQuest LLC. Applied to receive a federal trademark for in 2007

Northwestern University Medill Faculty Research Grant, 2005

Transportation Research Board of the National Academy of Sciences Graduate Research Award Program on Public-Sector Aviation Issues, 1995

Refereed Journal Publications

Thomas, Jacquelyn S., and Pradeep K. Chintagunta (2022), "Invited Commentary- "How Support for Black Lives Matter Impacts Consumer Responses on Social Media," *Marketing Science*, 41(6), 1045-1052.

Thomas, Jacquelyn S. Chaoqun Chen, and Dawn Iacobucci, (2022). "Email Marketing as a Tool for Strategic Persuasion," *Journal of Interactive Marketing* 57 (3), 377-392

Thomas, Jacquelyn S., Sandy D. Jap, William R. Dillon, and Richard A. Briesch, (2021). "Investigating the Role of Product Assortment in Technology-Enabled Sales Platforms," *Journal of Interactive Marketing*, 55(August), 31-51.

Bruce, Norris I, Keisha M. Cutright, Renee Richardson Gosline, Jacquelyn S. Thomas, and Tiffany Barnett White**, (2020). "How Business Schools Can Help Corporate America Fight Racism," *Harvard Business Review*, November 25.

**authors listed in alphabetical order

Pick, D., Thomas, J. S., Tillmanns, S., & Krafft, M. (2016). "Customer win-back: the role of attributions and perceptions in customers' willingness to return," *Journal of the Academy of Marketing Science*, 44, 218-240.

Gopinath, Shyam, Jacquelyn S. Thomas, and Lakshman Krishnamurthi, (2014). "Investigating the Relationship Between the Content of Online Word of Mouth, Advertising and Firm Performance," *Marketing Science*, 33(2), 241-258.

Thomas, Jacquelyn S., (2012). Expert Comment on "When to Drop an Unprofitable Customer," *Harvard Business Review*, April, 2-6.

Dekimpe, Marnik, Katrjin Gielens, Jagmohan Raju, and Jacquelyn S. Thomas, (2011), "Strategic Assortment Decisions in Information-Intensive and Turbulent Environments," *Journal of Retailing*, 87S (1), S17-S28.

Reimann, Martin, Oliver Schilke, and Jacquelyn S. Thomas, (2010). "Customer Relationship Management and Firm Performance: The Mediating Role of Business Strategy," *Journal of the Academy of Marketing Science*, 38, 326-346.

Reimann, Martin, Oliver Schilke, and Jacquelyn S. Thomas, (2010) "Toward an Understanding of Industry Commoditization: Its Nature and Role in Evolving Marketing Competition," *International Journal of Research in Marketing*, 27, 188-197.

Schilke, Oliver, Martin Reimann, and Jacquelyn S. Thomas, (2009). "When Does International Marketing Standardization Matter to Firm Performance?" *Journal of International Marketing*, 17 (4), 24-46.

Reinartz, Werner, Jacquelyn S. Thomas and Ganael Bascoul, (2008). "Investigating Cross-Buying and Customer Loyalty," *Journal of Interactive Marketing*, 22 (Winter), 5-20.

Arora, Neerja, Xavier Drez, Anindya Ghose, James Hess, Raghuram Iyengar, Bing Jing, Yogesh Joshi, V. Kumar, Nicholas Lurie, Scott Neslin, S. Sajeesh, Meng Su, Nirladri Syam, Jacquelyn S. Thomas, and Z. John Zang, (2008) "Putting One-to-One Marketing to Work: Personalization, Customization and Choice," *Marketing Letters*, 19 (3-4), 305-321.

Neslin, Scott, Dhruv Grewal, Robert Leghorn, Venkatesh Shankar, Marije Terling, Jacquelyn S. Thomas, and Peter Verhoef, (2006), "Challenges and Opportunities in Multichannel Customer Management," *Journal of Service Research*. 9(2), 1-18.

Thomas, Jacquelyn S., and Ursula Sullivan, (2005). "Managing Marketing Communications with Multichannel Customers" *Journal of Marketing*, 69 (October), 239-251.

Werner Reinartz, Jacquelyn S. Thomas, and V. Kumar, (2005). "Balancing Acquisition and Retention Resources to Maximize Customer Profitability" *Journal of Marketing*, 69 (January), 63-79.

Thomas, Jacquelyn S., Werner Reinartz, and V. Kumar, (2004). "Getting the Most Out of All Your Customers," *Harvard Business Review*, July/August, 116-123.

Thomas, Reinartz and Kumar (2004). "Holen Sie Mehr Aus Ihren Kunden Heraus", *Harvard Business Manager*, 26 (November), p. 79-89.

Thomas, Jacquelyn S., Robert Blattberg and Ed Fox, (2004). "Recapturing Lost Customers," *Journal of Marketing Research*, 41 (February), 31-45. 2004.

John Hogan, Don Lehman, Marina Merino, Raj Srivastva, Jacquelyn Thomas, and Peter Verhoef, (2002). "Linking Customer Assets to Shareholder Value," *Journal of Service Research*, August, 26-38.

Thomas, Jacquelyn S., (2001). "A Methodology For Linking Customer Acquisition to Customer Retention," *Journal of Marketing Research*, 38 (May), 262-268.

Thomas, Jacquelyn S., (1997). "Econometric Analysis of Customer Retention in an Aviation Trade Organization," *Transportation Research Record*, no. 1567, 33-40.

Books

Blattberg, Robert C., Gary Getz, and Jacquelyn S. Thomas, (2001), *Customer Equity, Building and Managing Relationships as Valuable Assets*, Boston, Massachusetts, Harvard Business School Press.
(Translated in Chinese, Japanese, Korean, and Polish)

Book Chapters

Thomas, Jacquelyn S., Richard Briesch, and Peggy Tseng, (2016) "Direct Marketing on the Internet: Implications on Customer Acquisition, Repeat Buying, and Firm Performance," chapter in *The Psychology of Social Influence*, Nova Publications.

Blattberg, Robert, and Jacquelyn Thomas, (2001) Valuing, Analyzing, and Managing the Marketing Function Using Customer Equity Principles. In Kellogg on Marketing, Dawn Iacobucci, editor, New York, John Wiley & Sons, Inc.

Blattberg, Robert C., and Jacquelyn S. Thomas (1998), the Fundamentals of Customer Equity Management. In Handbook of Customer Bonding: Basics, Concepts, and Experiences, M. Bruhn and C. Homburg (Eds.), Wiesbaden, Germany, Gabler Publishing.

White Papers

Thomas, Jacquelyn S., Sage Wodarz, Reigh Robitaille, (2008). "The Art and Science of Marketing Measurement," *Journal of Financial Transformations, Retail Financial Services*, 23, 43-50.

Black, Alexander J., and Jacquelyn S. Thomas (2004). "Customer Intelligence is the Catalyst for Competitive Differentiation,"
www.csc.com/solutions/customerrelationshipmanagement/

Working Papers and Research in Progress

Tillmanns, Sebastian, Jacquelyn Thomas, and Florian von Wangenheim "Click and Collect," data analysis in progress.

Tillmanns, Sebastian, and Jacquelyn Thomas, "Customer Engagement in E-Retail," preparing submission for *IJRM*.

Thomas, Jacquelyn S., Wayne Taylor, and Pradeep Chintagunta, "DEI Brand Activism and Social Media Engagement," under review at *Journal of Marketing*

Thomas, Jacquelyn S., Wayne Taylor, and Pradeep Chintagunta, "Can Your Brand Take a Stand?" data analysis in progress.

Thomas, Jacquelyn S., "Digital Engagement at the Golden Arches," conceptual development.

Published Cases

"Dell Computer: Inspiron Product Development" by Jacquelyn Thomas and Michael Rosenstein, Stanford University Case no: M293, 1998.

Editorial Boards and Reviewing

Board Member, Journal of Marketing

Board Member, Journal of Relationship Marketing
Ad-Hoc Reviewer, Marketing Science
Ad-Hoc Reviewer, Journal of Marketing Research
Ad-Hoc Reviewer, International Journal of Research in Marketing
Ad-Hoc Reviewer Journal of Consumer Research
Ad-Hoc Reviewer California Management Review
Ad-Hoc Reviewer, Journal of Interactive Marketing

Selected Presentations and Conferences

Session Chair at INFORMS Society for Marketing Science Webinar: Diversity, Equity and Inclusion in Academia, June 2021.

Invited Speaker at University of North Carolina's Kenan Flagler School of Business, Fall 2020

Panelist at INFORMS Society for Marketing Science Webinar: Reflections on Diversity, Equity and Inclusion in Academia, June 2020.

Invited Speaker at the AMA Customer Analytics Conference, Fall 2015, and Fall 2014, Emory University.

Invited speaker at the AMA Sheth Foundation Doctoral Consortium, Summer 2014 at the Kellogg Graduate School of Management.

Discussant, Frank M. Bass Frontiers in Research Marketing Science Conference, 2012

Invited Presenter at the Yale Center for Customer Insights 2012 Conference, Spring 2012.

Participant in Texas A&M University Thought Leadership Conference on "Innovations in Retailing," Winter 2010.

Invited plenary speaker and session moderator for the AMA Sheth Foundation Doctoral Consortium, Spring 2008 at the University of Missouri

Invited faculty to conference on Customer Experience Management in Retailing, Babson College, Spring 2008

Invited speaker to CRM Symposium at the Institute for Marketing of the University of Muenster, Fall 2007, Customer Engagement, Expanding our Concept of Customer Loyalty."

Invited faculty to Choice Conference at the Wharton School of the University of Pennsylvania, Spring 2007, "E-Customization and Social Media."

Invited faculty speaker at the AMA Sheth Foundation Doctoral Consortium, Spring 2007, "Communication Channels: Understanding the Influence of Social Media."

Point of Purchase Advertising Institute (POPAI), Summers 2005- 2007, “Consumer Behavior and Marketing at Retail.”

Executive Education for Zhejiang University, Spring 2007, “Customer Relationship Management.”

CSC Consulting Inc., “Analyzing Customer Behavior in a Multi-Channel Retail Environments,” and 2005 “Customer Intelligence Diagnostic Survey,” Fall 2005

Invited speaker to the AMA Sheth Foundation Doctoral Consortium, Summer 2005, “Multi-Channel Retailing and The Customer’s Channel Choices Over Time.”

3M, Communications Leadership Development Program, Spring, Fall, and Winter 2005, “Measuring the Effects of Marketing Communications,”

CSC Consulting Inc., November 2004, “ Getting the Most Value From Your Customer Relationships,” and “2004 Customer Intelligence Diagnostic Survey.”

Marketing Science Institute Conference on *Does Marketing Measure Up?* Summer 2004, “Allocating Acquisition and Retention Resources to Maximize Customer Profitability.”

J C Penny, Spring 2004, “Customer Migration: An Empirical Investigation Across Multiple Channels.”

American Marketing Association, Winter 2004, Plenary Session Panelist, “The Value of Customers.”

Cardinal Health, Winter 2004, “Advancing Customer Management Practices at Cardinal Health.”

SourceLink Symposium, September 2003, “Effective Marketing to Current Customers.”

Marketing Science Conference, June 2003, “ Allocating Acquisition and Retention Resources to Maximize Customer Profitability.”

AMA Sheth Foundation Doctoral Consortium Panel Moderator, June 2002, Emory University

Marketing Science Conference, July, 2001, “ Modeling the Customer-Firm Relationship”

Customer Relationship Management Conference, June 2001, Boston College, Invited Attendee

American Marketing Association, Marketing Research Special Interest Group, August 2000, “An Empirical Investigation Into The Impact Of Cross-Buying On Customer Retention And Customer Lifetime Value.”

Bouygues Telecom Executive Meetings, September 1999 ” Managing Customer Equity.”
Marketing Science Conference, July 1998, “Avoiding Data Truncation Bias in Customer Lifetime Analysis.”

American Nursery and Landscape Association's Management Clinic, February, 1998,
"Managing the Value of Your Customers."

TEACHING

Awards and Honors

Southern Methodist University, Cox School of Business

- 2019-2020 Boghetich Family Distinguished Teaching Award
- 2016-2017 Boghetich Family Distinguished Teaching Award
- 2015-2016 Outstanding MBA Teaching Award
- 2014-2015 MBA Distinguished Teaching Award
- 2010-2011 Outstanding MBA Teaching Award
- 2010-2011 Eugene T. Byrne Endowed Faculty Innovation Teaching Award

Northwestern University, Integrated Marketing Communications Dept in Medill

- 2003-2004 IMC Teacher of the Year Award
- 2002-2003 IMC Teacher of the Year Award

Graduate and Undergraduate Courses Taught

Southern Methodist University

- Business Metrics (Masters in Business Analytics core course)
- Marketing Management (MBA core course)
- Marketing Implementation (MBA elective)
- Fundamentals of Marketing (Undergraduate core course)

Medill School, Northwestern University

- Marketing Management (M.S. core course)
- Database Analysis and Segmentation (M.S. core course)
- New Media Message Delivery (M.S. elective)

Goizueta Business School, Emory University

- Marketing Strategy (MBA and BBA elective)
- Strategic Customer Management (Executive Education)

Stanford University Graduate School of Business

- Marketing Strategy (MBA elective)
- Marketing Management (MBA core course)

J. L. Kellogg Graduate School of Management

- Sales Promotions and Retailer Behavior (MBA elective)

Executive Education and Corporate Training

2007

Zhejiang University

	Lecturer for Chinese Executives during study abroad trip to U.S.
2006	Sun Yat Sen University Lecturer for Chinese Executives during study abroad trip to the U.S.
2005	Kellogg School of Management Lecturer in Executive course on Integrated Marketing Communications
2005	Institute for Media and Entertainment Lecturer in semester long course on Media Marketing
2004-2006	CSC Consulting Inc. Featured speaker at executive briefings about customer intelligence.
2005-2006	3M Communications Leadership Development Program Speaker in 3 day training program that focuses on marketing communications.
2004	CDW Corporation Developed and taught a 3-day seminar to over 80% of the CDW marketing organization on the “Fundamentals of Marketing.”
2001	Goizueta Business School, Emory University Strategic Customer Management Course “Analytical Tools of Customer Relationship Management”

Teaching Interest

- Marketing Metrics
- Customer Relationship Management
- Database Marketing
- Marketing Management

SERVICE AND PROFESSIONAL EXPERIENCE

Academic Service

Service to SMU

Cox Dean’s Diversity Committee. 2020-present
 Cox Graduate Policy Committee 2009-present
 President Scholars Selection Committee 2017-2020
 Cox Dean Search Committee 2016- 2018
 Cox Representative to SMU Faculty Senate 2012-2014, 2021-
 Cox Executive Committee 2010-2013

Service to the Academy

Vice President of DEI for Informs Society of Marketing Science, 2022
 Informs Society for Marketing Science DEI Committee, 2020, 2021
 Informs Society for Marketing Science Doctoral Award Committee, 2021

Board Affiliations

Sheth Foundation, *Board Member, 2022-2025*

MotiveQuest LLC., *Advisory Board Member 2007-2009*

Professional Experience

2012 Lynn Tillotson Pinker and Cox
Expert Witness

2007-2008 Analysis Group, Inc.
Expert Witness

2004-2006 CSC Consulting, Inc.
Academic Affiliate

2001-2003 Integral Inc., Boston, MA
Academic Affiliate

1991-1993 Merck & Co. Inc., Chicago, IL
Professional Representative