

**Scott A. Thompson**  
**Associate Professor of Marketing**  
Richard A. Chaifetz School of Business | Saint Louis University  
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**Education**

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Ph.D., Business Administration (Marketing) May 2009  
Arizona State University, Tempe, AZ

B.A., Political Science May 1995

5. Thompson, Scott A., Molan Kim, James M. Loveland, Russell Lacey, and Iana A. Castro **(2017)**  
*Journal of Interactive Marketing*, 37,  
32 43.
6. Thompson, Scott A., Molan Kim, and Keith Marion Smith **(2016)**  
Participation and Consumer to Consumer Helping: Does Participation in Third-Party  
*Journal of Marketing Research*,  
53(2), 280 295.
7. Loveland, James M., Scott A. Thompson, John W. Lounsbury, and Lucy W. Gibson **(2016)**

### **Book Chapters:**

1. Smith, Keith Marion, John Hulland, and Scott A. Thompson (2017) *The Dark Side of Social Media: A Consumer Psychology Perspective*, Angeline Close Scheinbaum, ed. New York: Routledge, 71-88.
2. Customer-to-Customer Relationship  
*Strong Brands, Strong Relationships*, Susan Fournier, Michael Breazeale, and Jill Avery, eds. Routledge, 233-249.
3. Mende, Martin, Maura L. Scott, Katherine N. Lemon, and Scott A. Thompson (2015), This Brand Is Just Not That Into You: Exploring the Role of Firm Integrity in How  
*Strong Brands, Strong Relationships*, Susan Fournier, Michael Breazeale, and Jill Avery, eds. Routledge, 185-200.
4. *Consumer-Brand Relationships: Insights for Theory and Practice*, Susan Fournier, Mike Breazeale, and Marc Fetscherin, eds. New York: Routledge, 317-350.

### **Book Review:**

1. Thompson, Scott A. (2017) s Reading the Comments: Likers, Haters,  
*Consumption Markets & Culture*, 1-3, 284-286.

### **Conference Papers (Reverse Chronological):**

1. Kuang, Yunmei and Scott A. Thompson (2019)  
presented at the Summer AMA 2019 Conference
2. Ascencio, Christine and Scott A. Thompson (2019)  
Face-to-Face

6. ? The Impact of  
AMA Conference
7. 2018 Summer AMA  
Conference
8.   
2017 Winter AMA Conference
9. Hoang Phi C. and Scott A. Thompson -Synergy of TV
10.   
Release Inferior Products: Do Brand Communities Only Benefit Products with Market-

18. Thompson, Scott A. and Molan Kim (2013),  
Well: Community Participation as Driver of Direct Consumer Participation in CSR

19.



Mentor, University of Georgia Young Dawgs Program (2012)  
Panel Moderator, Terry PESA (Professional Entertainment & Sports Association) Summit (2012)  
Judge, Terry Sales Competition (2010)  
Mentor, Master of Marketing Research (MMR), Coca-Cola Project (2011–2012)  
Mentor, Master of Marketing Research (MMR), Coca-Cola Project: Customer Response to Corporate Social Responsibility Initiatives (2010–2011)  
Mentor, Master of Marketing Research (MMR), Coca-Cola Project: Reward Programs and Customer Loyalty (2009–2010)  
Departmental Hiring Committee (2009–2011)  
Undergraduate Assessment Committee (2010–2014)

#### **Dissertation Committees (Saint Louis University)**

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Kuang, Yunmei (in progress)

#### **Dissertation Committees (University of Georgia)**

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Smith, Keith Marion (2016), *Online Consumer Engagement, Online Communities, and Post Purchase Product Outcomes* (Committee Member)

Hou, Jiran (2014), *Building News Media's Online Audience Community: The Value of Online User-Generated Content* (Committee Member)

Kim, Molan (2014), *Influencing Consumer-to-Consumer (C2C) Interaction in Online Brand Communities* (**Chair**)

Kim, Hongbum (2013), *Word of Mouth about Promotions: The Impact of Source Characteristics on Consumer Evaluations of Promotions* (**Chair**)

Drenten, Jenna Marie (2012), *Coming of Age in Contemporary Consumer Culture: Consumption Practices and Identity Development among Adolescent Girls* (Committee Member)

McManus, Sara Kristen (2011), *An Empirical Examination of the Role of Context on the Psychological Meaning of Products and Brands* (Committee Member)

Peev, Plamen Pavlov (2011), *Consumers' Brand Evaluations: Exploring Ingredient and Proximity Effects* (Committee Member)

#### **Teaching (Saint Louis University)**

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**MBA 6100: Digital Marketing Analytics** (Fall 2018)

**MKT 3600: Marketing Research** (Spring 2019 in progress; Spring 2018; Spring 2017; Fall 2016)

**MKT 4650: Marketing Analytics** (Spring 2019 2 sections, in progress; Spring 2018 2 sections; Spring 2017 2 sections)

*MKT 6930: Seminar in Marketing Strategy—New Media & Social Marketing* (Fall 2017)

### **Teaching (University of Georgia)**

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*MARK 4000: Marketing Research for Business Decisions* (Spring 2016 2 sections, Spr. 2015 4, Spr. 2014 2, Spr. 2013 3, Spr. 2012 2, Spr. 2011 3, Spr. 2010 3)

*MARK 9570: Advanced Seminar in New Media and Social Marketing: Theory, Methods, and Outcomes* (Spring 2014, Spring 2016)

*MARK 8990: Marketing Doctoral Seminar: Social Media and Social Marketing: Theory, Methods, and Outcomes* (Spring 2012)

*MARK 9000: Doctoral Research* (Fall 2011, Summer 2011, Spring 2011, Fall 2010, Summer 2010)

*MARK 9300: Doctoral Dissertation* (Spring 2014, Fall 2013, Summer 2013, Spring 2013, Fall 2012, Summer 2012, Spring 2012, Fall 2011)

### **Teaching (Arizona State University)**

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*MKT 352: Marketing Research (Marketing major requirement)* (Fall 2007)

### **Professional Service**

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Fellow, Institute of Brands & Brand Relationships (2015–2016)

Co-Chair, Strategy Track, 2014 Winter AMA Conference

Reviewer, *Journal of Interactive Marketing*

Reviewer, *Journal of Marketing*

Reviewer, *Journal of Marketing Communications*

Reviewer, *Journal of Marketing Research*

Reviewer, *Journal of Service Research*

Reviewer, *Marketing Letters*

Reviewer, MSI Dissertation Competition

Reviewer, E-ACR Conference

Reviewer, Winter AMA Conference & Summer AMA Conference

### **Community Service**

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City of Phoenix Community Development Block Grant (CDBG) Panel, 2009

### **Professional Membership**

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Member, American Marketing Association

Member, The Honor Society of Phi Kappa Phi



## **Awards & Honors**

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Best Practitioner Paper Award, 2014 Annual Frontiers in Service Conference  
Best Paper Award, 2013 Consumer Brand Relationships Conference  
Best Paper Award in Consumer Psychology and Behavior Track, 2011 Summer AMA Conference  
AMA Sheth Foundation Doctoral Consortium Fellow, Arizona State University, 2008  
Alfred Schmidt Memorial Doctoral Scholarship, 2007  
Golden Key National Honor Society  
National Merit Scholar  
Patrick F. Taylor Scholarship, University of New Orleans, 1991-1995  
Phi Beta Kappa Club Award, 1995

## **Professional Experience**

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<b>Research Analyst</b>	<b>2000 – 2005</b>
W. P. Carey School of Business, Information Technology Arizona State University, Tempe, AZ	
<b>Research Analyst</b>	<b>1999</b>
Arizona Prevention Resource Center, Arizona State University, Tempe, AZ	
<b>Web Developer and Consultant</b>	<b>1997 – 1999</b>
American Cancer Society, Phoenix, AZ Nalco Chemical Company, Naperville, IL Presbytery of Chicago, Chicago, IL	