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

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

- B.A., Political Science   May 1995
  University of New Orleans, New Orleans, LA

Academic Positions

- Associate Professor of Marketing   2016–Current
  Richard A. Chaifetz School of Business
  Saint Louis University, St. Louis, MO

- Assistant Professor of Marketing   2009–2016
  Terry College of Business
  University of Georgia, Athens, GA

Publications

Journal Articles:

1. Thompson, Scott A., James M. Loveland, and Katherine E. Loveland (2019), "The Impact of Switching Costs and Brand Communities on New Product Adoption: Served-Market Tyranny or Friendship with Benefits," *Journal of Product & Brand Management*, https://doi.org/10.1108/JPBM-10-2017-1604.

2. Thompson, Scott A., James M. Loveland, and Iana A. Castro (2019), "From rumor to release: Does product release influence WOM in brand communities dedicated to technology products?," *European Journal of Marketing*, https://doi.org/10.1108/EJM-11-2015-0776.

3. Thompson, Scott A., Andrew M. Kaikati, and James M Loveland (**2018**), "Do brand communities benefit objectively under-performing products?," *Journal of Business & Industrial Marketing*, 33(4), 457–465.

4. Berendt, Johannes, Sebastian Uhrich, and Scott A. Thompson (**2018**), "Marketing, get ready to rumble—How rivalry promotes distinctiveness for brands and consumers," *Journal of Business Research*, 88, 161–172.

5. Thompson, Scott A., Molan Kim, James M. Loveland, Russell Lacey, and Iana A. Castro (**2017**), "Consumer Communities Do Well, But Will They Do Good? A Study of Participation in Distributed Computing Projects," *Journal of Interactive Marketing*, 37, 32–43.

6. Thompson, Scott A., Molan Kim, and Keith Marion Smith (**2016**), "Community Participation and Consumer to Consumer Helping: Does Participation in Third-Party Hosted Communities Reduce the Likelihood to Help?," *Journal of Marketing Research*, 53(2), 280–295.

7. Loveland, James M., Scott A. Thompson, John W. Lounsbury, and Lucy W. Gibson (**2016**), "Where Do Managers Fit in the Profit Chain? Assessing Managerial Job Performance in the Hospitality Industry," *Journal of Human Resources in Hospitality & Tourism*, 15(1), 86–102.

8. Thompson, Scott A., Richard A. Gooner, and Anthony Kim (2015), "Your Mileage May Vary: Managing Untargeted Consumers' Reactions to Promotions," *Journal of the Academy of Marketing Science*, 43(6), 713–729.

9. Thompson, Scott A. and James M. Loveland (2015), "Integrating Identity and Consumption: An Identity Investment Theory," *Journal of Marketing Theory and Practice*, 23(3), 235–253.

10. Hulland, John, Scott A. Thompson, and Keith Marion Smith (2015), "Exploring Uncharted Waters: Use of Psychological Ownership Theory in Marketing," *Journal of Marketing Theory and Practice*, 23(2), 140–147.

11. Loveland, James M., Scott A. Thompson, John W. Lounsbury, and Danilo Dantas (2015), "Is Diffusion of Marketing Competence Necessary for a Market Orientation? A Comparative Investigation of Marketing Managers and their Defining Traits," *Marketing Intelligence & Planning*, 33(3), 469–484.

12. Mende, Martin, Scott A. Thompson, and Christian Coenen (2015), "It's All Relative: How Customer-Perceived Competitive Advantage Influences Referral Intentions," *Marketing Letters*, 26(4), 661–678.

13. Thompson, Scott A., James M. Loveland, and Paul W. Fombelle (2014), "Thematic Discrepancy Analysis: A Method to Gain Insights into Lurkers and Test for Non-Response Bias," *Journal of Interactive Marketing*, 28(1), 55–67.

14. Thompson, Scott A. and Rajiv K. Sinha (2008), "Brand Communities and New Product Adoption: The Influence and Limits of Oppositional Loyalty," *Journal of Marketing*, 72(6), 65–80.

Book Chapters:

1. Smith, Keith Marion, John Hulland, and Scott A. Thompson (**2017**), "Cheaters, Trolls, and Ninja Looters: The Dark Side of Psychological Ownership," in *The Dark Side of Social Media: A Consumer Psychology Perspective*, Angeline Close Scheinbaum, ed. New York: Routledge, 71–88.

2. Kim, Molan and Scott A. Thompson, (2015), "Customer-to-Customer Relationship Management (CCRM): How Marketers Can Successfully Engage Consumers Online," in *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 Consumers React to Customer Firing," in *Strong Brands, Strong Relationships*, Susan Fournier, Michael Breazeale, and Jill Avery, eds. Routledge, 185–200.

4. Leigh, Thomas W. and Scott A. Thompson (2012), "On the Complexity of Managing Brand Relationships in a Social Media World," in *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), "Book Reviews—Reading the Comments: Likers, Haters, and Manipulators at the Bottom Half of the Web," *Consumption Markets & Culture*, 1–3, 284-286.

Conference Papers (Reverse Chronological):

1. Kuang, Yunmei and Scott A. Thompson (2019), "Brand Transgression and Community Coping," presented at the Summer AMA 2019 Conference

2. Ascencio, Christine and Scott A. Thompson (2019), "The Synergistic Impact of Seeking Face-to-Face Interaction on Consumption Community Behaviors," presented at the Summer AMA 2019 Conference

3. Smith, Keith Marion, Yakov Bart, Scott A. Thompson, Koen Pauwels, John Hulland (2019), "The Dynamic Interactions between Video Game Consumption and Online Social Communication," presented at 2019 Winter AMA Conference

4. Sattari, Kianoosh, Scott A. Thompson, Woojong Sim (2018), "The Relationship Between the Newness of Released Products and the Volume of WOM in the Online Brand Community," presented at 2018 Summer AMA Conference

5. Sim, Woojong, Scott A. Thompson, Kianoosh Sattari (2018), "You aren't buying that!" The Role of Significant Others in Brand Communities," presented at 2018 Summer AMA Conference

6. Kuang, Yunmei, Scott Thompson (2018), "Should I Stay or Should I Go? The Impact of Brand Betrayal on the Likelihood of Brand Community Exit," presented at 2018 Summer AMA Conference

7. Jankuhn, Nicolas, Scott A. Thompson (2018), "A Look Backstage: CRM Insights from a Sharing Economy Service Provider Community," presented at 2018 Summer AMA Conference

8. Kim, Hongbum A. and Scott A. Thompson (2017), "Effect of WOM Message Initiator Position in Social Networks on Consumers' Promotional Deal Evaluation," presented at 2017 Winter AMA Conference

9. Hoang Phi C. and Scott A. Thompson (2017), "The Synergy and Dis-Synergy of TV Advertising on Social Media Sentiment," presented at 2017 Winter AMA Conference

10. Thompson, Scott, Andrew Kaikati and James Loveland (2016), "When Superior Brands Release Inferior Products: Do Brand Communities Only Benefit Products with Market-Leading Performance?," presented at 2016 Brands and Brand Relationships Conference

11. Kim, Hongbum (Anthony) and Scott A. Thompson (2015), "Impact of Information Source and Promotion Characteristics on Consensus of Promotion Evaluations," presented at 2015 Winter AMA Conference

12. Ray, Kristal R., Paul W. Fombelle, Sterling A. Bone, Michael K. Brady, and Scott A. Thompson (2014), "Cliffs of Dissatisfaction: The Effect of Introducing Technology-Based Innovations on Service Employees & Customers," presented at 2014 Annual Frontiers in Service Conference (Best Practitioner Paper Award)

13. Kim, Molan and Scott A. Thompson (2014), "Customer-to-Customer Relationship Management (CCRM): CCRM Strategies and Customer Responses," presented at 2014 Winter AMA Conference

14. Smith, Keith, Scott Thompson, and John Hulland (2014), "Social-Cue Relevant Product Features and Consumption: The Mediating Role of Brand Communities," presented at 2014 Winter AMA Conference

15. Thompson, Scott A. and Martin Mende (2014), "Customer Engagement in Online Communities: Unintended Consequences of Relationship Formation," Special Session: Re-Thinking How We Think About Customer Engagement in Service Recovery, Online Communities, and Service Innovations, presented at 2014 Winter AMA Conference

16. Kim, Anthony (Hongbum) and Scott A. Thompson (2013), "Effect of Information Providers' Positions in a Social Network on Deal Evaluation," presented at 2013 Summer AMA Conference

17. Nikolov, Atanas and Scott Thompson (2013), "Product Community Participation and the Consumption of Gold Based Investment Products: A Consumer Perspective on the Finance-Marketing Interface," presented at 2013 Summer AMA Conference

18. Thompson, Scott A. and Molan Kim (2013), "Helping Firms to Do Good While Doing Well: Community Participation as Driver of Direct Consumer Participation in CSR Sponsored Causes," presented at 2013 Consumer Brand Relationships Conference

19. Smith, Keith, Scott Thompson, and John Hulland (2013), "The Impact of Socially-Derived Network Effects on Product Consumption," presented at 2013 Consumer Brand Relationships Conference (Best Paper Award)

20. He, Yang and Scott A. Thompson (2013), "When Brand Communities Reduce Sales: Brand Community Interactivity and Media Product Sales on the Secondary Market," presented at 2013 Winter AMA Conference

21. Thompson, Scott A. and Andrew M. Kaikati (2013), "Do Brand Communities Only Benefit Market Leaders?," presented at 2013 Winter AMA Conference

22. Castro, Iana A., Scott Thompson, and James Ward (2012), "The Importance of Warmth and Competence in the Acquisition and Retention of New Customers," *Advances in Consumer Research – North American Conference Proceedings, 40*, 947–948 (presented at 2012 ACR North American Conference)

23. Mende, Martin, Maura Scott, Katherine Lemon, and Scott Thompson (2012), "When Firms Disadopt Consumers: Exploring How Consumers Respond to Firm-Initiated Relationship Disengagement," *Advances in Consumer Research – North American Conference Proceedings, 40,* 316–317 (presented at 2012 ACR North American Conference)

24. Kim, Molan and Scott A. Thompson (2012), "Customer-to-Customer Relationship Management (CCRM): CCRM Strategies and their Outcomes. Consumer-Brand Relationship Conference," presented at 2012 Consumer-Brand Relationship Conference

25. Kim, Anthony (Hongbum) and Scott A. Thompson (2012), "Information Source Effects on Deal Evaluation: Who Makes the Best Messenger?," presented at 2012 Winter AMA Conference

26. Thompson, Scott A. and Molan Kim (2012), "Firms are Doing Well, But Who is Doing Good? Customer Participation in CSR Sponsored Causes," presented at 2012 Winter AMA Conference

27. Loveland, James M., Scott A. Thompson, and Paul W. Fombelle (2012), "Thematic Discrepancy Analysis: Producing Insights to Target Lurkers," presented at 2012 Winter AMA Conference

28. Mende, Martin, Scott Thompson, and Christian Coenen (2012), "Tempted by Another: How Customer-Perceived Competitive Advantage Influences Repurchase Intentions in Service Relationships," presented at 2012 Summer AMA Conference

29. Thompson, Scott A. and James M. Loveland (2011), "Integrating Identity and Consumption: An Identity Investment Theory," presented at 2011 Summer AMA Conference (Best Paper Award in Consumer Psychology and Behavior Track)

30. Thompson, Scott A. and Molan Kim (2011), "Community Participation and Consumer to Consumer Helping: Intended and Unintended Consequences," presented at 2011 Winter AMA Conference

31. Mende, Martin, Scott A. Thompson, and Christian Coenen (2011), "When the Grass is Greener on My Side of the Fence . . . I'll Tell Others! How Consumers' Competitive Assessments of Service Firms Influence Positive Word of Mouth," presented at 2011 Winter AMA Conference

32. Thompson, Scott A. and James C. Ward (2008), "The Evolution of New Product Rumors in Online Consumer Communities: Social Identity or Social Impact?," *Advances in Consumer Research – North American Conference Proceedings, 35*, 756–757 (presented at 2007 ACR North American Conference)

Academic and Professional Presentations

- Thompson, Scott A., "Economic Switching Costs and New Product Adoption: Who Should be Subsidized?" presented to faculty of HEC Montreal, December 2011

- Thompson, Scott A., Charles Hofacker, and Bruce Weinberg, "Extracting Behavioral Data from Electronic Channels for Academic Research," presented at October 2011 Direct/Interactive Marketing Research Summit

- Thompson, Scott A. and Martin Mende, "Exploring the Relevance of Members' Attachment Styles for Relationship Building and Management in the Vocalpoint and Thrive Communities," presented to Procter & Gamble, June 28, 2010, Cincinnati, OH

Research Interests

- Brand Communities
- Online Customer Interaction
- Brand Relationships
- New Product Adoption
- Word of Mouth Behavior
- Marketing Strategy

Department and University Service (Saint Louis University)

- Member, Full Time MBA Redesign Task Force (2016–2017)
- Member, Undergraduate Curriculum Committee (2018–2019)

Department and University Service (University of Georgia)

- Member, Computer Users Advisory Committee (2011–2014)
- Member, Specialty Certificate Committee (2010–2011)

- 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)

- Kuang, Yunmei (in progress)

Dissertation Committees (University of Georgia)

- 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)

- *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)

- ***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)

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

Professional Service

- 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

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

Professional Membership

- Member, American Marketing Association
- Member, The Honor Society of Phi Kappa Phi

Awards & Honors

- 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

- **Research Analyst**   **2000 – 2005**
  W. P. Carey School of Business, Information Technology
  Arizona State University, Tempe, AZ

- **Research Analyst**   **1999**
  Arizona Prevention Resource Center, Arizona State University, Tempe, AZ

- **Web Developer and Consultant**   **1997 – 1999**
  American Cancer Society, Phoenix, AZ
  Nalco Chemical Company, Naperville, IL
  Presbytery of Chicago, Chicago, IL