

**Jacquelyn S. Thomas, Ph.D.**

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**Academic Appointments**

2022- Present      INFORMS SOCIETY OF MARKETNG SCIENCE  
Elected

**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)

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

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## Curriculum Vitae

**Book Chapters**

Thomas, Jacquelyn S., Richard Briesch, and Peggy Tseng, (2016)  
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).  
Marke *Journal of Financial Transformations, Retail Financial  
Services*, 23, 43-50.

Black, Alexander J., and Jacquelyn S. Thomas (2004).  
Catalyst for Competitive Differentiation  
[www.csc.com/solutions/customerrelationshipmanagement/](http://www.csc.com/solutions/customerrelationshipmanagement/)

**Working Papers and Research in Progress**

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 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 Thon Conference on Customer Innovations in Retailing

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

Invited faculty to Choice Conference at the Wharton School of the University of Pennsylvania

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Point of Purchase Advertising Institute (POPAI), Summers 2005-

Executive Education for Zhejiang University, Spring

Environments, in a Multi-Channel Retail  
Diagnostic Survey

Invited speaker to the AMA Sheth Foundation Doctoral Consortium, Summer 2005,

3M, Communications Leadership Development Program, Spring, Fall, and Winter 2005,

Marketing Science Institute Conference on *Does Marketing Measure Up?* Summer 2004,

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

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

American Marketing Association, Marketing Research Special Interest Group, August  
-Buying On Customer

Marketing Science Conference, July 1998,

Data Truncation Bias in Customer





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Lecturer for Chinese

**Board Affiliations**

Sheth Foundation, *Board Member, 2022-2025*

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

**Professional Experience**