

## Curriculum Vitae

**Michael L. Thomas, Ph.D.**  
**Chair and Associate Professor**  
**Department of Marketing**  
**College of Business**  
**Georgia Southern University**  
[mthomas@georgiasouthern.edu](mailto:mthomas@georgiasouthern.edu)  
**(912) 478-5022**

### EDUCATION

- 2007      **Doctor of Philosophy**  
*Major: Business Administration, Marketing*  
Southern Illinois University, Carbondale, Illinois
- 1990      **Master of Business Administration**  
*Major: Business Administration*  
Southern Illinois University, Carbondale, Illinois
- 1982      **Bachelor of Business Administration**  
*Major: Business Administration*  
St. Norbert College, DePere, Wisconsin

### ACADEMIC WORK EXPERIENCE

- 2014-Present    Georgia Southern University: Chair of the Department of Marketing
- 2012-Present    Georgia Southern University: Associate Professor of Marketing
- 2007-2012      Georgia Southern University: Assistant Professor of Marketing

### OTHER RELEVANT WORK HISTORY

- |   |                           |           |
|---|---------------------------|-----------|
| <b>Southern Illinois University</b>   | Carbondale, Illinois      | 2002-2006 |
| Instructor: Principles of Marketing, Advertising Management, and International Marketing. |                           |           |
| <b>Mid-Continent University</b>   | Mayfield, Kentucky        | 2003-2004 |
| Instructor: Strategic Management, Marketing Management                                    |                           |           |
| <b>Philadelphia Insurance</b>   | Bala Cynwyd, Pennsylvania | 1998-2001 |
| Vice President Specialty Lines: Managed \$75 million, 55 employee, eight office team.     |                           |           |
| <b>Executive Risk</b>   | Simsbury, Connecticut     | 1995-1998 |

Regional Underwriting Manager.

<b>Chubb</b>	Milwaukee, Wisconsin	1994-1995
	Manager: Executive Protection Department	
<b>Chubb</b>	St. Louis, Missouri	1990-1994
	Senior Underwriter: Executive Protection Department	

## **PUBLICATIONS**

Thomas, M., Larson, L.R.L. & Mullen, L. (2014). The effect of antecedent mood on customer loyalty intentions: A mood by gender interaction. *Journal of Applied Marketing Theory*, 5(1), 14-30.

Mullen, Linda G., Deborah Sinclair, and Michael L. Thomas, (2012) Interviewing the Fraudsters: An Update to the White-Collar Criminal Profile, *CPA Journal*, February.

Thomas, Michael L., John P. Fraedrich, and Linda G. Mullen, (2011) Successful Cause-Related Marketing Partnering as a Means to Aligning Corporate and Philanthropic Goals: An Empirical Study, *Academy of Marketing Studies Journal*. Vol.15, 2.

Thomas, Michael L., Linda G. Mullen, and J. Michael McDonald, (2011) Competing in the Age of Wal-Mart: A Boutique Business Case Study. *Journal of the International Academy for Case Studies*. Vol. 17, 1.

Thomas, Michael L., Linda G. Mullen, and John P. Fraedrich, (2011) Increased Word-of-Mouth via Strategic Cause-Related Marketing. *International Journal of Non-Profit and Voluntary Sector Marketing*. February, Vol. 16.

Eastman, Jacqueline, Wendy Denton, Michael L. Thomas, and Trey Denton, (2010) Consumer Perceptions of Community Banks: An Exploratory Study. *Marketing Management*, Spring, Vol. 20, 1.

Thomas, Michael L., and Linda G. Mullen, (2009) The Creole Connection: What Happens Next. *Journal of Business Case Studies*, September-October, Vol. 5, 5.

Mullen, Linda G., and Michael L. Thomas, (2009) Introducing Leadership Styles in a PBL Exercise. *Academic Exchange Quarterly*, Summer, Vol. 13, 2.

## **CONFERENCE PROCEEDINGS**

Thomas, Michael L., Lindsay R.L. Larson, Luther Trey Denton and Kathleen Gruben, (2016) Online Compulsive Buying Among Metrosexuals and Other Male Consumers. *Association of Marketing Theory and Practice*, 2016 Conference.

Thomas, Michael L., Lindsay R.L. Larson and Linda G. Mullen, (2013) The Effect of Antecedent Mood On Customer Loyalty Intentions: A Mood-By-Gender Interaction, American Marketing Theory and Practice Spring Conference. Won Thomas Ponzurick Top Paper in Conference Award. (Presenter)

Mullen, Linda G., Deborah Sinclair, and Michael L. Thomas, (2011) Interviewing the Fraudsters: An Update to the White-Collar Criminal Profile, American Accounting Association Annual Meeting.

Thomas, Michael L., John P. Fraedrich, and Linda G. Mullen, (2010) Successful CRM Partnering as a Means to Aligning Corporate and Philanthropic Goals: An Empirical Study, Allied Academies Summer Internet Conference. Won Distinguished Research Award. (Presenter)

Thomas, Michael L., Linda G. Mullen, and J. Michael McDonald, (2009) Competing in the Age of Wal-Mart: A Boutique Business Case Study. Allied Academies Spring Conference, New Orleans, LA. (Presenter)

Thomas, Michael L., John P. Fraedrich, and Linda G. Mullen (2009) The Antecedents and Consequences of Successful Cause-Related Marketing. Atlantic Marketing Association Annual Conference. Nominated for Best Paper Award.

#### **UNDER REVIEW**

Thomas, Michael L., Lindsay R.L. Larson, Luther Trey Denton and Kathleen Gruben, Online Compulsive Buying Among Metrosexuals and Other Male Consumers. *Journal of Applied Marketing Theory*.

#### **REVISING TO RESUBMIT**

Sleep, Stefan, Scott Thompson, and Michael L. Thomas, Is Fantasy Football's Popularity Decreasing Fan Attendance? A Social Identity Perspective. Targeting *Sport Marketing Quarterly*.

#### **FELLOWSHIP**

2005            AMA Doctoral Consortium Fellow

#### **AWARDS**

2013            **Thomas Ponzurick Top Paper in Conference Award:** Thomas, Michael L., Lindsay R.L. Larson and Linda G. Mullen, (2013) The Effect of Antecedent Mood On Customer Loyalty Intentions: A Mood-By-Gender Interaction, American Marketing Theory and Practice Spring Conference.

- 2012            **Charles R. Gibbs Faculty Award:** 2012 COBA Award Banquet.
- 2011            **Brown and Williamson Tobacco Corporation Faculty Enrichment Award Recipient:** 2011 COBA Awards Banquet.
- 2010            **Distinguished Research Award:** Thomas, Michael L., John P. Fraedrich, and Linda G. Mullen, Successful CRM Partnering as a Means to Aligning Corporate and Philanthropic Goals: An Empirical Study, *Academy of Marketing Studies Journal*.
- 2009            **Editors Choice Award:** Mullen, Linda G., and Michael L. Thomas, Introducing Leadership Styles in a PBL Exercise. *Academic Exchange Quarterly*.

#### **SUMMER RESEARCH AWARD**

- 2014            College of Business Summer Research Award.
- 2011            Management, Marketing and Logistics Summer Research Award.

#### **UNIVERSITY SERVICE (Last 5 Years)**

Attended Deans, Department Chairs, Directors Retreat (2014 to Present).

Attended 3-day assessment workshop (Summer 2013; Spring 2014; Spring 2015).

#### **COLLEGE SERVICE (Last 5 Years)**

Summer Research Award Selection Committee (2014 to Present)

Member of Educational Outcomes Assessment Committee, (Fall 2012 to May 2014 and 2016 to Present).

Member of Ph.D. Restructuring Committee, (Fall 2013).

Member of College Restructuring Committee, (Spring 2012).

Hospitality Committee: Volunteer (2011-2012).

Annual COBA Awards Ceremony: Attended award ceremony, (2012 to Present).

**DEPARTMENT SERVICE (Last 5 Years)**

Department Chair (2014 to Present)

Chaired Lecturer Search (2016)

Chaired I/S Chair Search (2016)

Chaired Marketing Assistant Professor Search (2014)

Chaired Lecturer position search committee (Fall 2013).

Marketing Assessment Coordinator, (Summer 2012 to May 2014).

Mentored new faculty member, Dr. Lindsay Larson.

Faculty Advisor for American Marketing Association. (Fall 2012 to Fall 2013).

Marketing Internship Coordinator, (Fall 2011 to December 2013).

Georgia Southern Retail Advisory Board: Committee Member, (January 2008 - Present).

New hire Process, Attended various meetings/presentations for potential new hires, (Fall 2006 to Present).

**PROFESSIONAL SERVICE (Last 5 Years)**

Association of Marketing Theory and Practice Annual Conference Session Chair (three sessions).