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EDUCATION

Ph.D.	Marketing Strategy, The University of Texas at Austin	1998
B.A. (<i>cum laude</i>)	Managerial Studies, Rice University	1988

ACADEMIC EXPERIENCE

Assistant Professor of Marketing, The University of Nevada, Reno	2015 - Present
Visiting Professor of Marketing, The University of Nevada, Reno	2014 - 2015
Assistant Professor of Marketing, Santa Clara University	1998 - 2003

RESEARCH

INTERESTS

Broadly: Services and relationship marketing. Specifically: Exploring the value of, measurement of, use of and antecedents of customer feedback. Recent papers investigate firm adoption of customer feedback metrics, biases in such metrics, how firms learn from and use customer feedback, and factors that influence consumer sharing of unsolicited feedback in general and customer suggestions in particular.

PEER-REVIEWED PUBLICATIONS

Fresnada, Jorge, **Thomas A. Burnham** and Chelsey Hill, (2021 forthcoming) "STM Segmentation: A Method Combining Latent Content and Customer Context," *Journal of Marketing Management*

Mukherjee, Ashesh, **Thomas A. Burnham**, and Dan King, (2021 forthcoming) "Anticipated Firm Interaction Can Bias Expressed Customer Satisfaction: The Role of Conflict Avoidance," *Journal of Retailing and Consumer Services*

Burnham, Thomas A., Garret Ridinger, Anne Carpenter and Laee Choi, (2021 forthcoming) "Consumer Suggestion Sharing: Helpful, Pragmatic and Conditional," *European Journal of Marketing*

Burnham, Thomas A., (2021 forthcoming) "An Exploratory Characterization of Consumer Suggestion Sharing: Theoretical and Empirical Perspectives," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*

Packard, Mark, and **Thomas A. Burnham**, (2021) "Do We Understand Each Other? Toward a Simulated Empathy Theory for Entrepreneurship," *Journal of Business Venturing*, Vol. 36 (1)

Mukherjee, Ashesh, Seung Yun Lee, and **Thomas A. Burnham**, (2020) "The Effect of Others' Participation on Charitable Behavior: Moderating Role of Recipient Resource Scarcity," *Journal of Business Research*, 120, 213-228.

Choi, Laee and **Thomas A. Burnham** (2020), "Brand Reputation and Customer Voluntary Sharing Behavior: The Intervening Roles of Self-Expressive Brand Perceptions and Status Seeking," *Journal of Product & Brand Management*

Burnham, Thomas A. (2020), "I've Got an Idea! Exploring the Antecedents of Suggestion Sharing in Consumer Services," *Journal of Services Marketing*, 34 (4), 443-457.

Burnham, Thomas A., and R. Bret Leary (2018), "Word of Mouth Opportunity: Why Recommendation Likelihood Overestimates Positive Word of Mouth," *Journal of Marketing Theory and Practice*, 26 (4), 368-389

Burnham, Thomas A., Jean Jeon and Hongchao Zeng (2018), "Illegal Corporate Bribery: The Pressure to 'Make-Do' and Achieve Goals," *Journal of Marketing Theory and Practice*, 26 (3), 246-259

Burnham, Thomas A., and Jeff Wong (2018), "Factors Influencing Successful Net Promoter Score Adoption by a Nonprofit Organization: A Case Study of the Boy Scouts of America," *International Review on Public and Nonprofit Marketing*, 15 (4), 475-495

Burnham, Thomas A., and Igor Makienko (2018), "Factors Affecting Exam Completion Speed, Exam Performance and Non-Exam Performance," *Journal of Marketing Education*, 40 (2), 140-151

Wieland, Alice, and **Thomas A. Burnham** (2016), "Boosting Performance in Evaluative Tasks: Activating Goals vs. Self-Affirming," *Psychological Reports*, 118 (1), 41-56

Burnham, Thomas A., Judy K. Frels and Vijay Mahajan (2003), "Consumer Switching Costs: A Typology, Antecedents, and Consequences," *Journal of the Academy of Marketing Science*, Vol. 31 (2), 109-126

** Received the JAMS-Sheth best article award and has been cited over 2,400 times

Baker, Gregory A, and **Thomas A. Burnham** (2001), "Consumer Response to Genetically Modified Foods: Market Segment Analysis and Implications for Producers and Policy Makers," *Journal of Agricultural and Resource Economics*, Vol. 26 (2), 387-403

Baker, Gregory A, and **Thomas A. Burnham** (2001), "The Market for Genetically Modified Foods: Consumer Characteristics and Policy Implications," *International Food and Agribusiness Management Review*, Vol. 4 (4), 351-360

MANUSCRIPTS UNDER REVIEW

Burnham, Thomas A. "Thinking of the Firm: Fairness and Firm Empathy in Consumer Expectations for Change," *Australasian Marketing Journal* (under second round review)

R. Bret Leary, **Thomas A. Burnham**, and William Montford, "Firm-Centric Implicit Theory and its Effects on Customer Engagement Attitudes, Intentions, and Judgments Following Firm Failure," *Journal of Consumer Marketing* (under second round review)

RESEARCH IN PROGRESS (active manuscripts)

Burnham, Thomas A., and Mark Packard, “Purposeful Absorptive Capacity: A Typology of Marketing Customer Knowledge Uses” (preparing for submission to *Journal of the Academy of Marketing Science*)

RECENT CONFERENCE PRESENTATIONS & PROCEEDINGS

Burnham, Thomas A., (February 2020), “Characterizing Consumer Suggestion Sharing,” American Marketing Association conference, San Diego, CA.

Burnham, Thomas A., (February 2019), “The Drivers of Consumer Suggestion Sharing,” American Marketing Association conference, Austin, TX.

Burnham, Thomas A., (May 2018), “Support for a Motivation-Based Typology of Unsolicited Customer Feedback,” presentation at the Academy of Marketing Science conference, New Orleans, LA. Extended abstract published in proceedings.

Burnham, Thomas A. and R. Bret Leary (Nov. 2016), “Deconstructing Recommendation Intentions,” Society for Marketing Advances conference, Atlanta, GA. Extended abstract published in proceedings.

Burnham, Thomas A., Jean Jeon and Hongchao Zeng, (Nov. 2015), “Pressure to Bribe: The Role of Direct and Aspirational Pressures and Opportunity,” Society for Marketing Advances conference, San Antonio, TX. Abstract published in proceedings.

TEACHING

Interests

Customer Relationship Management, Services Marketing, Marketing Management and Strategy

Courses Taught

- Principles of Marketing Fall 2014 - present
Classes of 400+ students. Student evaluations from 3.3 to 3.6 on 4-point scale.
- Competitive Marketing Strategy (MBA) 1999 - 2003
Student evaluations in the top 10% of Santa Clara professors.
- Marketing Decision Models (MBA) 1999 - 2002
Use of conjoint analysis, perceptual mapping, cluster segmentation, choice-modeling, AHD modeling and other tools.

ACADEMIC SERVICE & AWARDS

- Ad hoc reviewer: *Journal of Retailing*, *Journal of Business Research*, *Journal of Marketing Theory and Practice*, *Marketing Education Review*, *Journal of Retailing and Consumer Services*
- College of Business Excellence in Teaching Award (2019)

- Member, UNR College Curriculum Committee (2017 - 2018)
- Business plan competition judge: Sontag competitions (2014 - 2020), 'Pack Pitch' competition (2014-2018), Governor's Cup competition (2015 - 2017), Nevada Future Business Leaders of America competition (2016)
- Seminar instructor, YALI (Mandela) International Scholars program (2015 - 2019)
- BizFit instructor (2018 - 2019)
- Faculty Initiate, Delta Sigma Pi business honor society (2016)
- JAMS-Sheth Award, best article of the year in *Journal of the Academy of Marketing Science* (2003)

INDUSTRY EXPERIENCE

TERRACORE INTERNATIONAL – Reno, NV 2013 - 2014
Vice President of Operations

- Led development of processes and systems to deliver reliable services to customers and actionable, insightful information to management
- Terracore provided hyperspectral core sample scanning services to the mining industry

SPOT DEVICES – Sparks, NV 2004 - 2013
Co-Founder & Vice President

- Founded pedestrian safety technology company and guided it to \$5M+ revenue with 50% market share in core products
- Managed sales, distributor relationships and marketing; implemented CRM systems
- Authored industry whitepapers and federal grant applications
- Awarded a US patent

MCI TELECOMMUNICATIONS - Washington, D.C and Colorado Springs, CO 1991 - 1993
Key Metrics Analyst, Budgeting System Trainer

- Designed and produced executive-level reports of key performance indicators

US PEACE CORPS – Paraguay 1988 - 1991
Business Development Consultant

- Guided management, accounting, retailing and HR processes for an agricultural cooperative

COMMUNITY INVOLVEMENT

Sage Ridge School, Board of Directors 2017 - present

NCET - Nevada Center for Entrepreneurship and Technology 2013 - 2017
Board of Directors & Vice President of Operations

CleanTech Open Business Accelerator Program, Reno Metro Area Director 2013