

## Matthew Thomson

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### EMPLOYMENT

- 2022 - Charles D. Schewe Faculty Fellow (2024-)  
Professor, Isenberg School of Management  
University of Massachusetts Amherst
- 2012 - 2022 R.A. Barford Professor in Marketing Communications (2020-2022)  
Associate Professor, Ivey Business School  
Western University, London, Ontario
- 2008 - 2012 Assistant Professor, Ivey Business School  
Western University, London, Ontario
- 2004 - 2008 Assistant Professor, Queen's School of Business  
Queen's University, Kingston, Ontario
- 1995 - 1996 Information Management Consultant  
Office of the Ethics, Information and Privacy Commissioner of Alberta

### EDUCATION

- 2004 Doctor of Philosophy, Marshall School of Business (Marketing)  
University of Southern California, Los Angeles, California  
Thesis: *Understanding Intense Consumer-Object Attachments*
- 1998 Masters of Business Administration, Kelley School of Business (Marketing)  
Indiana University, Bloomington, Indiana
- 1995 Bachelors of Arts (Honors), Political Science/International Relations  
McGill University, Montreal, Quebec

### PUBLICATIONS

- Zhang, Zhe, Xiaoyan Deng, Matthew Thomson and Ning Ye (conditionally accepted), "E Pluribus Unum: Exploring the Effects of Billboarding on Brand Performance," *Journal of Marketing*.

- Zhang, Zhe, Ning Ye and Matthew Thomson (2025), “BMW is Powerful, Beemer is Not: Nickname Branding Impairs Brand Performance”, *Journal of Marketing*, 89(1), 135-152, <https://doi.org/10.1177/00222429241266586>.  
 - Covered in *Wall Street Journal*, March 12, 2025 (Using Catchy Customer-Driven Nicknames in Brand Marketing Can Hurt Sales and Engagement, Research Shows)
- Zhang, Zhe and Matthew Thomson (2024), “The Pitfalls of Nickname Branding”, *MIT Sloan Management Review*, *RADAR* (winter, <https://sloanreview.mit.edu/article/the-pitfalls-of-nickname-branding/>).
- Jurewicz, Zuzanna, Miranda R. Goode and Matthew Thomson (2024), “A Tonic for the Highly Stressed: Memories of Extraordinary Group Experiences Lead to Greater Cohesion and Well-Being,” *Journal of Business Research*, 172, <https://doi.org/10.1016/j.jbusres.2023.114426>.
- Zhu, John Jianjun, Ling Tuo, Yanfen You, Qiang Fei and Matthew Thomson (2024), “A Preemptive and Curative Solution to Mitigate Data Breaches: The Double-Layer of Protection from Corporate Social Responsibility”, *Journal of Marketing Research*, 61(4), 778-801, <https://doi.org/10.1177/00222437231218969>.
- Albert, Noel and Matthew Thomson (2024), “Epistemological Jangle and Jingle Fallacies in the Consumer-Brand Relationship Subfield: A Call to Action”, *Journal of Consumer Research*, 51(2), 383-407, [doi.org/10.1093/jcr/ucad064](https://doi.org/10.1093/jcr/ucad064).
- Jennifer Jeffrey, Matthew Thomson and Allison Johnson (2023), “Why Actors Who Play Bad Guys Can Be Good for Endorsing Products: The Unexpected Power of Negative Character Endorsers”, *Journal of Advertising Research*, 63(1), 30-42. DOI: 10.2501/JAR-2022-028
- Thomson, Matthew, Jennifer Jeffrey and Allison R. Johnson (2023), “Actors Versus Their Fictional Personas: How Character Endorsements Mitigate Real Scandal”, *Journal of Advertising*, 52(3), 456-467.
- Bradford, Tonya Williams, Anat Keinan and Matthew Thomson (2021), *Advances in Consumer Research*, Vol. 49, Association for Consumer Research.
- Connors, Scott, Mansur Khamitov, Matthew Thomson and Andrew Perkins (2021), “They’re Just Not That into You: How to Leverage Consumer-Brand Relationships through Social Psychological Distance”, *Journal of Marketing*, 85(5), 92-108.
- Herak, Iskra, Nicolas Kervyn and Matthew Thomson (2020), “Pairing People with Products: Anthropomorphizing the Object, Dehumanizing the Person”, *Journal of Consumer Psychology*, 30(1), 125-139.
- Khamitov, Mansur, Matthew Thomson and Xin Wang (2020), “How Cultural and Institutional Dimensions Shape Consumer-Brand Relationships’ Effects on Brand Loyalty: An Abstract”, in *Marketing Opportunities and Challenges in a Changing Global Marketplace* (Eds. Wu, S, Pantoja, F., Krey, N.). AMSAC 2019. Developments in Marketing Science: Proceedings of the Academy of Marketing Science.

- Khamitov, Mansur, Xin Wang and Matthew Thomson (2019), “How Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty? Generalizations from a Meta-Analysis of Brand Relationship Elasticities”, *Journal of Consumer Research* 46(3), 435-459.
- Whelan, Jodie, Sean Hingston and Matthew Thomson (2019), “Does Growing Up Rich and Insecure Make Objects Seem More Human? Childhood Material and Social Environments Interact to Predict Anthropomorphism”, *Personality and Individual Differences*, 137, 86-96.
- Jeffrey, Jennifer and Matthew Thomson (2019), “Integrating Negative Social Cues in Tobacco Packaging: A Novel Approach to Discouraging Smokers”, *Journal of Consumer Affairs*, 53(4), 1380-1395.
- Thomson, Matthew (2019), “Commentary on C. Whan Park: Attachment/Consumer-Brand Relationships”, in *Legends in Marketing* (Deborah J. MacInnis, Ed.), Sage Publishing.
- Albert, Noel and Matthew Thomson (2018), “A Synthesis of the Consumer-Brand Relationship Domain: Using Text Mining to Track Research Streams, Describe Their Emotional Associations and Identify Future Research Priorities”, *Journal of the Association for Consumer Research*, 3(2), 130-146.
- Connors, Scott, Stephen Anderson-MacDonald and Matthew Thomson (2017), “Overcoming the ‘Window Dressing’ Effect: Mitigating the Negative Effects of Inherent Skepticism towards Corporate Social Responsibility”, *Journal of Business Ethics*, 145(3), 599-621.
- Whelan, Jodie, Miranda R. Goode, June Cotte and Matthew Thomson (2016), “Consumer Regulation Strategies: Attenuating the Effect of Consumer References in a Voting Context”, *Psychology & Marketing* (November) 899-916.
- Bendle, Neil Thomas and Matthew Thomson (2016), “Indirect Prejudice: The Danger in Considering Others’ Preferences during a Primary Election”, *Journal of Customer Behaviour*, 15(3), 239-259.
- Whelan, Jodie, Allison R. Johnson, Tara C. Marshall and Matthew Thomson (2016), “Relational Domain Switching: Interpersonal Insecurity Predicts the Strength and Number of Marketplace Relationships”, *Psychology & Marketing*, 33(6), 465-479.
- Goode, Miranda R., Kendra Hart and Matthew Thomson (2016), “Say No More! The Liability of Strong Ties on Desire for Special Experiences”, *Journal of Consumer Psychology*, 26(1), 91-97.
- Khamitov, Mansur, Matthew Thomson, and Allison R. Johnson (2015), “Interpersonal Influences on Consumer-Brand Relationships: Exploring the Effect of Providing Relationship Reminders on Brand Evaluations,” in *NA Advances in Consumer Research*, 43, ed. Kristin Diehl and Carolyn Yoon, New Orleans, LA: Association for Consumer Research.
- Pirouz, Dante M., Allison R. Johnson, Matthew Thomson and Raymond Pirouz (2015), “How to

- Increase Your Chances of Going Viral: Factors that Drive YouTube Engagement”, *Sloan Management Review*, 56(4), 83-88.
- Goode, Miranda, Mansur Khamitov and Matthew Thomson (2015), “Dyads, Triads and Consumer Treachery: When Interpersonal Connections Guard against Brand Cheating”, in *Consumer Brand Relationships* (pp. 216-232), (Susan Fournier, Michael Breazeale and Jill Avery, Eds.), Routledge/Taylor & Francis.
- Johnson, Allison R., Matthew Thomson and Jennifer Jeffrey (2015), “What Does Brand Authenticity Mean? Causes and Consequences of Consumer Scrutiny towards a Brand Narrative”, *Review of Marketing Research Special Issue* (1-28).
- Khamitov, Mansur, Miranda Goode, and Matthew Thomson (2014), “Investigating Brand Cheating in Consumer-Brand Relationships: Triadic and Dyadic Approaches,” in *NA Advances in Consumer Research*, 42, ed. June Cotte and Stacy Wood, p. 541, Baltimore, MD: Association for Consumer Research.
- Johnson, Allison R., Jodie Whelan and Thomson, Matthew (2012), "Why Brands Should Fear Fearful Consumers: How Attachment Style Predicts Retaliation", *Journal of Consumer Psychology*, 22, 289-298 (See also: Erratum in *Journal of Consumer Psychology*, 22(3), 2012, p. 469)
- Johnson, Allison R., Maggie Matear and Matthew Thomson (2011), “A Coal in the Heart: Self-Relevance as a Post-Exit Predictor of Consumer Anti-Brand Actions”, *Journal of Consumer Research*, 38(1), 108-125.
- Ashworth, Laurence, Peter Dacin and Matthew Thomson (2009), “Why on Earth Do Consumers Have Relationships with Marketers: Toward Understanding the Functions of Relationships”, *The Handbook of Brand Relationships* (Joseph Priester, Deborah MacInnis and C. W. Park, Eds.), M. E. Sharpe, Inc., 82-106.
- Fedorikhin, Alexander, C. Whan Park and Matthew Thomson (2008), “Beyond Fit and Attitude: The Effect of Emotional Attachment on Consumer Responses to Brand Extensions,” *Journal of Consumer Psychology*, 18(4), 281-291.
- Dacin, Peter, Laurence Ashworth and Matthew Thomson (2007), “Attachment as a Brand Building Block: Do Strong Relationships Matter?” in *New Frontiers in Branding: Attitudes, Attachments and Relationships* (Joseph R. Priester, Deborah J. MacInnis and C. Whan Park, Eds.), p. 77-79, Society for Consumer Psychology: Santa Monica, CA.
- Johnson, Allison R., Jay Handelman, and Matthew Thomson (2007), “Attachment and Identification: How Relationships are Connected,” in *New Frontiers in Branding: Attitudes, Attachments and Relationships* (Joseph R. Priester, Deborah J. MacInnis and C. Whan Park, Eds.), p. 92, Society for Consumer Psychology: Santa Monica, CA.
- Thomson, Matthew (2006), “Human Brands: Investigating Antecedents to Consumers’ Stronger Attachments to Celebrities,” *Journal of Marketing*, 70(3), 104-119.

- Thomson, Matthew and Allison Johnson (2006), "Marketplace and Personal Space: Investigating the Differential Effects of Attachment Style across Relationship Contexts," *Psychology & Marketing*, 23 (8), 711-726.
- Beck, Ivan T. and Matthew Thomson (2006), "The Health Care Philosophy that Nearly Destroyed Medicare in Canada in a Single Decade," *Clinical and Investigative Medicine*, 29 (2), 65-76.
- Thomson, Matthew, Deborah J. MacInnis et C. Whan Park (2005), "Les liens attachants: Mesurer la force de l'attachement émotionnel des consommateurs à la marque," *Recherche et Applications en Marketing*, mars (20), 1, 79-98.
- Thomson, Matthew, Deborah MacInnis and C. Whan Park (2005), "The Ties that Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands," *Journal of Consumer Psychology*, 15(1), 77-91.
- Thomson, Matthew and Allison R. Johnson (2002), "A Hard and a Soft Look at Building Strong Brands," *MSI Working Paper # 02-105*.
- Johnson, Allison R. and Matthew Thomson (2002), "Are Consumer Relationships Different?" *Advances in Consumer Research*, 29, Provo, Utah.
- Thomson, Matthew and Allison R. Johnson (2001), "Investigating the Role of Attachment Dimensions as Predictors of Satisfaction in Consumer-Brand Relationships," *Advances in Consumer Research*, 28, Provo, Utah.

#### **PRESENTATIONS, POSTERS, PANELS ETC.**

- "Marketing Scholars: Managing and Bolstering Wellbeing in the Early Years", panelist at workshop (organized by Robin Coulter) at 2025 *AMA Winter Academic Conference*, Phoenix, Arizona.
- Rashidravary, Sahar, Matthew Thomson and Erick M. Mas (2025), "A House Divided: How Political Orientation Influences Extreme Consumer Ratings", competitive paper accepted for presentation at *AMA Winter Academic Conference*, Phoenix, Arizona.
- Shin, Sally MyungJin, Nirajana Mishra, Ravi Dhar, Yichuan Wang, Yiran Su, Matthew Thomson, Mansur Khamitov, Anastasiya Pocheptsova Ghosh, Joseph Reiff, Jonathan Bogard (2024), "Examination of Trust in Consumer-Brand Interactions", Special Session at *Association for Consumer Research* annual conference, Paris.
- Matthew Thomson, "A Conversation about Open Science", invited talk at University of Sheffield, June 2024.
- Rashidravary, Sahar and Matthew Thomson, "The Influence of Political Orientation on Consumer Star Ratings".

- poster at AMA Winter Academic Conference (St. Pete's Beach, Florida), Feb. 23-25, 2024.
- poster at 2024 AMA Marketing and Public Policy Conference (Washington, DC).

Yaabdollahi, Samira and Matthew Thomson (2024), "Subscription Models for Add-On Features: The Role of Unfairness and Psychological Ownership".

- poster accepted for *Society for Consumer Psychology* Annual Conference, Nashville.
- poster presented at AMA Winter Academic Conference, St. Pete's Beach.

Zhang, Zhe, Ning Ye and Matthew Thomson, "A Nickname to Stay Away From: A Brand Power Perspective", presentation at

- *Association for Consumer Research*, Seattle, October 2023.
- *SCP Boutique Conference "Consumer Psychology of Brands"*, Leeds, June 2024.

Li, Bingqing, Matthew Thomson and Xin Wang, "To Post Photos or Not? The Contingency of Online Reviewers' Choices of Communication Medium on Types of Social Ties", presented at *Society for Consumer Psychology* annual conference, San Juan, Puerto Rico, March 2023.

Albert, Noel and Matthew Thomson, "Epistemological Jingle/Jangle Fallacies in the Consumer-Brand Relationship Domain: A Call to Action", presentation at:

- Coactif Research Centre, University of Saint Etienne (November 2021)
- University of Illinois (March 2022)
- Geneva School of Economics & Management (May 2023)
- University of Sheffield (March 2024)

Goode, Miranda, Matthew Thomson and Zuzanna Jurewicz, "A Tonic for the Highly Stressed: Memories of Extraordinary Experiences Lead Consumers to Greater Cohesion and Well-Being," presented at:

- Laurier University (January 2022)
- University of California, Riverside (January 2022)
- *Society for Consumer Psychology* Annual Meeting, March 2022
- *Behavioral Insights into Business for Social Good Conference*, April 2022

Jurewicz, Zuzanna, Matthew Thomson and Miranda Goode, "The Way We Were: Memories of Extraordinary Group Experiences Impact Cohesion and Well-Being", presented at *Association for Consumer Research* conference, Seattle 2021.

Khamitov, Mansur, Matthew Thomson, and Xin (Shane) Wang, "How Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty across Different Cultures and Institutions" presented at the *Association for Consumer Research* conference, Atlanta, October 2019.

Jeffrey, Jennifer and Matthew Thomson (2019), "Integrating Negative Social Cues in Tobacco Packaging: A Novel Approach to Discouraging Smokers," presented at *American Council on Consumer Interests Annual Conference*, Baltimore, MD (May 21-23).

Khamitov, Mansur, Matthew Thomson, and Xin (Shane) Wang, "How Cultural and Institutional Dimensions Shape Consumer-Brand Relationships' Effects on Brand Loyalty," presented at *Academy of Marketing Science* conference, Vancouver, BC, May 2019.

- Khamitov, Mansur, Xin (Shane) Wang, and Matthew Thomson, “Across Space and Time: How Cultural and Institutional Differences Explain Consumer-Brand Relationships’ Differential Effects on Brand Loyalty,” *Association for Consumer Research Asia-Pacific* conference, Ahmedabad, India, January 2019.
- Khamitov, Mansur, Xin (Shane) Wang and Matthew Thomson, “How Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty? Generalizations from a Meta-Analysis of Brand Relationship Elasticities,” presentation at *Association for Consumer Research* conference, Dallas, Texas, October 2018.
- Whelan, Jodie, Sean Hingston, Matthew Thomson and Allison Johnson, “Growing Up Rich and Insecure Makes Objects Seem Human: Childhood Material and Social Environments Predict Anthropomorphism”, presentation at *Association for Consumer Research* conference, Dallas, Texas, October 2018.
- Thomson, Matthew, Jennifer A. Jeffrey and Allison R. Johnson, “Exploring the Theoretical Foundations of a Fictional Phenomenon: How Character Endorsements Deliver Flexibility and Mitigate Celebrity Scandal”, Université Catholique de Louvain, Louvain-la-Neuve, Belgium, Sept. 2018.
- Albert, Noel and Matthew Thomson, “A Synthesis of the Consumer-Brand Relationship Domain: Using Text Mining to Describe and Track Research Streams, Describe Emotional Associations and Identify Future Research Priorities”, presentation at the *Journal of the Association for Consumer Research* pre-conference on Brands, Emotions and the Self, San Diego, October 2017.
- Jeffrey, Jennifer, Allison R. Johnson and Matthew Thomson, “The Ron Burgundy Effect: Exploring the Effectiveness of Character Endorsers”, Concordia University, Montreal, PQ, Nov. 17, 2016.
- Connors, Scott, Mansur Khamitov, Jeff Rotman, Matthew Thomson, and Andrew Perkins (2016), “Consumer-Brand Relationships and Closeness to the Self: A Construal Level Perspective,” accepted for presentation at *Association for Consumer Research* conference, Berlin, Germany, October 2016.
- Johnson, Allison R., Jennifer Jeffrey and Matthew Thomson (2016), “A New Take on the Human Brand? Exploring the Effectiveness of Character Endorsers”, presentation at *Brands and Brand Relationships Conference* annual conference, Toronto, ON, May 2016.
- Khamitov, Mansur, Xin (Shane) Wang, and Matthew Thomson (2016), “Disentangling the Differential Static and Dynamic Effects of Various Brand Relationship Strength Metrics on Brand Loyalty,” presentation at *Brands and Brand Relationships Conference* annual conference, Toronto, ON, May 2016.
- Khamitov, Mansur, Allison R. Johnson, and Matthew Thomson (2016), “A Brand “Like Mom Used to Make”: Exploring the Effect of Activating Interpersonal Relationship Schemas on

- Consumer-Brand Relationships,” presentation at *Society for Consumer Psychology* annual conference, St. Pete Beach, FL, February 2016.
- Khamitov, Mansur, Matthew Thomson and Allison R. Johnson (2015), “Interpersonal Influences on Consumer-Brand Relationships: Exploring the Effect of Providing Relationships Reminders on Brand Evaluations”, presentation at *Association of Consumer Research* annual conference, New Orleans, USA, October.
- Goode, Miranda R., Kendra Hart and Matthew Thomson (2015), “Good Intentions Gone Awry: The Negative Influence of Positive Word of Mouth”, presentation at *7<sup>th</sup> Annual Rupert’s Land Consumer Behavior Symposium*, Winnipeg, Manitoba, May 22-23.
- Rotman, Jeff, Mansur Khamitov and Matthew Thomson (2015), “Why Do Bad Brands Get Blamed”, presentation at *Society for Consumer Psychology* annual conference, Phoenix, AZ, February 2015.
- Whelan, Jodie, Miranda Goode, June Cotte and Matthew Thomson (2014), “The Consumer Regulation Scale: Strategies for Regulating Responses to Consumption Cues”, Competitive Paper, presentation at *Association of Consumer Research* annual conference, Baltimore, USA, October.
- Khamitov, Mansur, Jeff Rotman, and Matthew Thomson, “When Do Bad Brands Get Blamed? The Effect of Moral Agency on Brand Punishment”, poster presented at *Association for Psychological Science* annual convention, San Francisco, CA, May 2014.
- Jeffrey, Jennifer, Matthew Thomson and Allison R. Johnson (2014), “The Ron Burgundy Effect: Exploring Differences between Actors and Characters on Endorsement Effectiveness”, poster presented at *Association of Consumer Research* annual conference, Baltimore, USA, October.
- Khamitov, Mansur, Miranda R. Goode and Matthew Thomson (2014), “Investigating Brand Cheating in Consumer Brand Relationships: Triadic and Dyadic Approaches”, Competitive Paper, presentation at *Association of Consumer Research* annual conference, Baltimore, USA, October.
- Khamitov, Mansur, Miranda R. Goode and Matthew Thomson (2014), “Understanding Brand Infidelity: Triadic and Dyadic Perspectives on Consumer Brand Relationships”, presentation at *Brands & Brand Relationships* annual conference, Boston University, May 19-21.
- Whelan, Jodie, Miranda R. Goode, June Cotte, and Matthew Thomson (December 2013), “Containing Consumerism: How Individuals Temper Susceptibility to Consumer Cues”, Fuqua School of Business, Duke University.
- Whelan, Jodie, Miranda R. Goode, June Cotte, and Matthew Thomson (November 2013), “Consumer Identity: Cues, Boundaries, and Salience,” Department of Political Science, Western University.
- Jeffrey, Jennifer, Juan Wang, Dante Pirouz and Matthew Thomson (2012), “Shame on You!



- Motivation Consumer Behavior with Shame Appeals”, poster presented at *Association for Consumer Research* annual conference, October 2012.
- Lee, Seung Hwan (Mark), Allison Johnson and Matthew Thomson (2012), “What Effect Does the Relationship Portfolio have on Well Being? Comparing the Impact of Brand, Service, and Interpersonal Relationships”, presentation at *Association for Consumer Research* annual conference, October 2012.
- Pirouz, Dante, Allison Johnson, Raymond Pirouz and Matthew Thomson (2012), “Exploring the Mythology of Viral Videos and the Epic Fail: Why Video Communications Capture the Market's Imagination”, presentation at *Association for Consumer Research* annual conference, October 2012.
- Johnson, Allison R. and Matthew Thomson (2012), “Well-Being and Sustainability: Retaliation, Attachment Style and Attachment Portfolios,” 3<sup>rd</sup> Annual *Customer Strategies for Sustained Growth* conference at INSEAD European Campus.
- Whelan, Jodie, Allison Johnson, Tara Marshall and Matthew Thomson, “How People Cope? Examining General and Relationship-Specific Attachment Styles as Predictors of the Number and Strength of Consumption Relationships”, presentation at 5<sup>th</sup> Annual *Ivey Symposium on Consumer Behaviour*, January 2012.
- Thomson, Matthew, “Don’t Cry for Me: Sadness and Other Emotions”, Session Chair (2.4) at the *Society of Consumer Psychology* annual conference, Las Vegas, NV, February 2012.
- Jeffrey, Jennifer, Dante M. Pirouz and Matthew Thomson, “Stop Freaking Me Out: The Role of Affect on Efficacy and Framing Interactions”, poster presented at the *Society of Consumer Psychology* annual conference, Las Vegas, NV, February 2012.
- Hart, Kendra, Miranda Goode and Matthew Thomson, “Say No More! Experiential Consumption and the Spoiler Effect of Positive Word of Mouth”, poster presented at the *Association of Consumer Research* annual conference, St. Louis, MO, October 2011.
- Hart, Kendra, Miranda Goode and Matthew Thomson, “Friends Who Tell Stories: The Liability of Social Ties in Impacting Consumer Choice of Hedonic Experiences”, poster presented at the *Society for Consumer Psychology* annual conference, February 2011 (Atlanta).
- Johnson, Allison R., Matthew Thomson and Jodie Whelan, “Why Brands Should Fear Fearful Consumers: How Attachment Style Predicts Retaliation”, poster presented at *Association of Consumer Research* annual European meeting, London, UK, June, 2010.
- Johnson, Allison R., Matthew Thomson and Jodie Whelan, “What Is It about Me That Makes Me Want to Hurt You? Examining Attachment Style as a Predictor of Consumers’ Harmful Actions”, presentation at *Academy of Marketing Science* annual meeting, Portland, Oregon, May, 2010.
- Johnson, Allison, Maggie Matear and Matthew Thomson, “The Conversion of Lovers into

Loathers: An Examination of Consumer Self-Relevance as a Predictor of Anti-Brand Actions”, presentation at *Ivey Consumer Behavior Winter Research Camp*, Jan. 29, 2010.

“The Pitfalls of Fame: Insights from Human Brands” with Cristel Antonia Russell, Hope Jensen Schau, Marie-Agnès Parmentier, Eileen Fischer, and Susan Fournier, Special Session Discussant at *Association for Consumer Research Annual Meeting*, Pittsburgh, PA, October 2009.

Handelman, Jay, Allison Johnson and Matthew Thomson, “Brand Authenticity and The Role of Corporate Social Responsibility”, presentation at 5<sup>th</sup> *International Conference on Corporate Identity/Associations*, Vancouver, Canada, May 26-28, 2008.

Sadler, Jill and Matthew Thomson “When Companies Go Too Far... And Get It Right: Exploring Low-Fit Brand Extension Success,” presentation at the *American Marketing Association Winter Meeting*, February 2008.

Ashworth, Laurence, Matthew Thomson and Peter Dacin, "Attached Consumers: Assessing Relationship Strength as an Indicator of Brand Equity," presentation at the *1st International Workshop on Attachment Research in Marketing*, Innsbruck, Austria, March 1-2, 2007.

Thomson, Matthew, Laurence Ashworth and Peter Dacin, "I Like You So You Must Be Good: Exploring Two Measures of Relationship Strength as Indicators of Brand Equity and as Predictors of CSR," presentation at the *Academy of Marketing Science Annual Meeting*, May 23, 2007 Coral Gables, Florida.

Dacin, Peter, Laurence Ashworth and Matthew Thomson, "Attachment as a Brand Building Block: Do Strong Relationships Matter?" presentation at the *Advertising and Consumer Psychology Conference*, June 9, 2007, Santa Monica, California.

Johnson, Allison R., Jay Handelman, and Matthew Thomson, “Attachment and Identification: How Relationships are Connected” presentation at the 2007 *Advertising and Consumer Psychology* annual conference in Los Angeles, California.

Fedorikhin, Alexander, C. Whan Park and Matthew Thomson, “Beyond Fit: Emotional, Attitudinal, and Cognitive Style Influences on Brand Extension and Merger Evaluations,” presentation at *Society for Consumer Psychology* annual conference, February 2006.

Thomson, Matthew and Jennifer Carson, “What Price Love? Probing the Dark Side of Consumer-Object Attachments,” presentation at *Society for Consumer Psychology* annual conference, February 2006.

Fedorikhin, Alexander, C. Whan Park and Matthew Thomson, “How Far Do Feelings Go? How Attachments Influence Brand Extensions,” presentation at *Association for Consumer Research* annual conference, October 2005.

Johnson, Allison R. and Matthew Thomson, “Are Consumer Relationships Different?” presentation at *Association for Consumer Research*, October 2002.

Thomson, Matthew and Allison R. Johnson, “Investigating the Role of Attachment Dimensions as Predictors of Satisfaction in Consumer-Brand Relationships,” presentation at *Association for Consumer Research*, October 2001.

Thomson, Matthew, “Mapping the Emotional Components of Consumer-Brand Relationships,” presentation at University of Houston Doctoral Symposium, April 2001.

## GRANTS, AWARDS ETC.

- *Journal of Consumer Psychology* “Long-Term Contribution Award” (2025) for “The Ties that Bind: Measuring the Strength of Consumers’ Emotional Attachments to Brands.”
- *Outstanding Research Award* (2023-2024), Isenberg School of Management
- Winner, ‘*Latin American Business Case*’ 2022 *EFMD Case Writing Competition* for “Mazatlan: The Destination that Did Not Like Its Brand.”
- *MSc Ivey Essentials Teaching Excellence Award*, 2021
- Winner, 2021 *AMA CBSIG Consumer Research in Practice Award* for “How Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty? Generalizations from a Meta-Analysis of Brand Relationship Elasticities,” *Journal of Consumer Research* 46(3), 435-459.
- *Social Sciences and Humanities Research Council* Insight Development Grant (as Co-Applicant), 2017-2019 (\$46,236)
- Ivey Research Merit Award (2010, 2017, 2018, 2021) [*based on FT 50 publications*]
- Outstanding Reviewer Award, *Journal of Consumer Psychology* (2017)
- *Social Sciences and Humanities Research Council* grant (as Co-Applicant), 2017-2022 (\$168,399)
- *Social Sciences and Humanities Research Council* grant (Principal Investigator), 2016-2019 (\$91,200)
- *Social Sciences and Humanities Research Council* application (Principal Investigator; Miranda Goode and Allison Johnson, co-applicants) received 4A status (\$7,000)
- R.A. Barford Professorship (2014-2017)
- *Social Sciences and Humanities Research Council* grant (Principal Investigator), 2011-2013 (\$89,496)
- JJ Wettlaufer Faculty Fellow (2010-2014)
- *Social Sciences and Humanities Research Council* grant (Co-applicant), 2011-2013 (\$105,256) (withdrew from project May 2012)
- Queen’s School of Business grant, Fall 2007 (\$5,000)
- Queen’s School of Business General Research Grant, Fall 2005 (\$17,000)
- Queen’s School of Business D.I. McCleod Grant, Fall 2004
- USC Department of Marketing Excellence in Teaching Award, 2002
- Fellow, AMA-Sheth Foundation Doctoral Student Consortium, 2002
- Fellow, University of Houston Doctoral Symposium, 2001

## CASES

Kervyn, Nicolas, Fernando Rey Castillo Villar, Silvestre Flores Gamboa, Manuel Lopezneria and Matthew Thomson (2022), “Mazatlan: The Destination that Did Not Like Its Brand”, *Ivey Case No. W28621*.

Munaganti, Pavan, Skyler King, Matthew Thomson and Andrew Perkins (2022), “Major League Baseball: Strategy Calibration in Light of COVID-19”, *Ivey Case No. W29949*.

Alexandre Salmon, Nikhil Sant, Talissa Watson, Natalie Shields, Deeksha Neekhara, Aderimike Lala and Matthew Thomson (2021), “Kalahut: Where is Art and Culture Needed Most?”, *Ivey Case No. 9B21A013*.

Jeffrey, Jennifer and Matthew Thomson (2020), “Nike & Colin Kaepernick: Worth the Risk?”, *Ivey Case No. 9B20A086*.

Khamitov, Mansur, Jodie Whelan and Matthew Thomson (2015), “Super Trucks LP: How to Conduct a Field Experiment”, *Ivey Case No. 9B15A025*.

Goldberg, Emily, Ben Gottlieb, Samantha Landy, Sam Solomon, Lindsay Sittler, and Matthew Thomson (2014), “Dove Real Beauty Sketches Campaign”, *Ivey Case No. 9B14A012*. [Best Seller Award, 2019-2020; Ivey Classic, 2023-2024].

Schaad, Nicole, Seung Hwan (Mark) Lee and Matthew Thomson (2013), “Modifying Merida: Disney’s 11<sup>th</sup> Princess”, *Ivey Case No. 9B13A042*.

Ho, Valerie, Seung Hwan (Mark) Lee and Matthew Thomson (2013), “Too Chicken to Convert? A Chick-fil-A Dilemma”, *Ivey Case No. 9B13A030*.

Meagher, Ian and Matthew Thomson (2013), “The Ontario Hockey League”, *Ivey Case No. 9B13A028*.

Cleveland, Bonnie, Seung Hwan (Mark) Lee and Matthew Thomson (2012), “Mile High Magic: Maximizing the Broncos Experience”, *Ivey Case No. 9B12A064*.

Mark, Ken and Matthew Thomson (2012), “Mountain Equipment Co-Op: The Private-Label Strategy”, *Ivey Case No. 8B12A028*.

Lee, Seung Hwan (Mark) and Matthew Thomson (2012), “Dear Diary: My Heart is Racing to Buy a Car”, *Ivey Case No. 9B12A019*.

Rowe, Anthea and Matthew Thomson (2012), “Gregory Shine Daycare”, *Ivey Case No. 9B12A004*.

Mark, Ken and Matthew Thomson (2011), “For Earth Inc.: Launching the Force Engine and Fuel Conditioner in Canada”, *Ivey Case No. 9B11A027*.

- Jason Melhuish and Matthew Thomson (2011), “Tim Hortons Brier”, *Ivey Case no. 9B11A041*.
- Mark, Ken and Matthew Thomson (2011), “Pepsi Canada: The Pepsi Refresh Project”, *Ivey Case No. 9B11A039*.
- Bendle, Neil and Matthew Thomson (2011), “West Ham United Football Club’s Olympic Stadium Move”, *Ivey Case No. 9B11A030*.
- Hart, Kendra and Matthew Thomson (2011), “Pop Shoppe” [Case A & Case B], *Ivey Case No. 9B11A024 and 9B11A025*.
- Mark, Ken and Matthew Thomson (2010), “Organickidz: Marketing Strategy”, *Ivey Case No. 9B10A023*.
- Saha, Tarak and Matthew Thomson (2010), “Canada Basketball”, *Ivey Case No. 9B10A014*
- Melhuish, Jason and Matthew Thomson (2010), “The Georgian Bay Club”, *Ivey Case No. 9B10A016*.
- Baker, Jesse and Matthew Thomson (2010), “The Ultimate Fighting Championships (UFC): The Evolution of a Sport”, *Ivey Case No. 9B10A012*. (also appears in Pearce II, J.A. and R.B. Robinson, Strategic Management: Planning for Domestic and Global Competition New York: McGraw Hill, 2012).
- Breski, Jared and Matthew Thomson (2010), “A Family of Brand Cannibals? The Case of Omnicom and Interbrand”, *Ivey Case No. 9B10A009*.
- Dinnin, Aimee and Matthew Thomson (2009), “Babeeze in Arms Doula Centre”, *Ivey Case No. 9B09A024*.
- Batemen, Erika and Matthew Thomson (2007), “Powered by the Sun: The Queen’s University Solar Vehicle Team,” *Queen’s School of Business Case (9-L07-5-002)*.

#### **SERVICE TO THE FIELD**

- Associate Editor (and Session Chair), *Society for Consumer Psychology* annual meeting, Puerto Rico (2023).
- Co-Chair (with Tonya Bradford and Anat Keinan), *Association for Consumer Research* Annual Meeting (2021, Seattle).
- Associate Editor, *Journal of Consumer Psychology* (February 2021 – present)
- Editorial Review Board, *Journal of Consumer Psychology* (Dec. 2011 – present)
- Co-organizer (with Mike Breazeale), *Brands and Brand Relationships Institute* conference, May 18-20, 2016, Toronto, Canada
- Editorial Review Board, *Journal of Consumer Research* (2017)
- Program Committee, *Association for Consumer Research*, 2020 (Paris), 2019 (Atlanta), 2018 (Dallas), 2017 (San Diego), 2016 (Berlin) and 2014 (Baltimore) annual meetings

- Program Committee, AMA CB-SIG conference, Bern Switzerland (2019)
- Ad Hoc Reviewer: *Journal of the Association for Consumer Research, Journal of Marketing, Journal of Consumer Research, Sloan Management Review, Journal of Marketing Research, Journal of Business Ethics, Journal of Advertising, Journal of Marketing Management, Marketing Letters, Journal of the Academy of Marketing Science, Personality and Individual Differences, Customer Needs and Solutions, European Journal of Marketing, Association for Consumer Research and CBSIG conference.*
- Ad hoc External Grants Reviewer, *Social Sciences and Humanities Research Council*
- Reviewer, *SCP Dissertation Proposal Competition*

## UNIVERSITY SERVICE

### University of Massachusetts Amherst

- Isenberg School Promotion Committee (2024-present)
- Isenberg Department Promotion Committee (2024-present)
- Isenberg Faculty Search Committee Chair (3 searches) (2023-2024)
- Isenberg Research Committee (2024-present)
- Isenberg PhD Coordinator, Marketing (2022-present)
- Isenberg Curriculum Committee (2022-2023)
- Isenberg Research Committee (2023-present)

### Western University

- Area Group Coordinator, Marketing (2021-2022)
- Section Head, MSc Program (2021)
- Director, Ivey PhD Program (2014-2017)
- Ivey Annual Performance Evaluation Committee (2015-2017)
- Ivey Research Policy Committee (2014-2017)
- Western University Senate Operations/Agenda Committee (2016-2017)
- Senator, Western University (2015-2017)
- Member, Associate Dean Research committee, Western University (2014-2017)
- Member, Associate Dean Research (POLICY) committee, Western University (2014-2017)
- Graduate Education Council, Western University (2014-2017)
- Graduate Education Council (POLICY), Western University (2014-2017)
- Member, Occasional Chair, Western University *Non-Medical Research Ethics Board* (2011-2014)
- Appointments Committee for Accounting and Finance area groups (2014-2015)
- Alternate, Ivey Annual Performance Evaluation Committee (2014)
- Co-head (with Kersi Antia) of Ivey Marketing Area Group (2014-2017)
- Instructor, LEAD program (2013, 2014)
- Member, Ivey MBA Rankings Committee (2013)
- Member, Ivey Faculty Retreat Committee (2012)
- Ivey Marketing Search Committee, (2010, 2011)
- Faculty Advisor, Academic Integrity Committee (2010-2013)
- Ivey Research Ethics Board (2009-2013)
- PhD Coordinator, Marketing Group (2008-2014, 2019-)
- OB/Marketing Ivey Research Series coordinator (2008-2012)

- Internal (Ivey) SSHRC and OGS Scholarship Application reviewer, (2008-2017)
- Judge, *Canada's Next Top Ad Executive* (2006-2009, 2014)

#### Queens University:

- Renewal, Tenure & Promotion committee, Queen's School of Business (2007-2008)
- MSc/ Ph.D. committee, Queen's School of Business (2007-2008)
- Undergraduate Progress & Curriculum Committee, Queen's (2004-2007)
- Commerce Admissions Committee, Queen's (2004-2007)

### GRADUATE STUDENT SUPERVISION

#### SUPERVISOR

- o Sahar Rashidyravary (ongoing) – University of Massachusetts Amherst
- o Mansur Khamitov (PhD 2018) – Nanyang Technological University
- o Jeff Rotman (co-supervised with Andrew Perkins) (PhD 2017) – Deakin University
- o Jennifer Jeffrey (PhD 2015) – King's University College
- o Jodie Whelan (co-supervised with June Cotte) (PhD 2014) – York University
- o Martin Pyle (MSc, Queen's University, 2004)
- o Jill Malpass (née Sadler) (MSc, Queen's University, 2003)

#### COMMITTEE MEMBER/EXAMINER

- o Bingqing Li (PhD student, Virginia Tech University, ongoing)
- o Zuzanna Jurewicz (Marketing PhD student, Western University, 2024)
- o Kyungin Ryu (Marketing PhD student, University of Massachusetts, 2024)
- o Hoorsana Damavandi (Marketing PhD student, Western University, 2024)
- o Rebecca Koessler (Psychology PhD, Western University, 2022)
- o Michael Moorhouse (Marketing PhD, Western University 2021)
- o Dan Wilson (Law PhD, Western University, 2020)
- o Peter Nguyen (Marketing PhD, Western University, 2019)
- o Iskra Herak (Marketing PhD, Université Catholique de Louvain, 2019)
- o Yinuo (Kelly) Shi (FIMS Masters student, 2019)
- o Scott Connors (Marketing PhD, Washington State University, 2018)
- o Soyoung Kim (Marketing PhD, University of Alberta, 2018)
- o Marilyn Giroux (Marketing PhD, Concordia University, 2016)
- o Lea Dunn (Marketing PhD, University of British Columbia, 2014)
- o Kendra Hart (Marketing PhD, Western University, 2013)
- o Jasmina Ilicic (Marketing PhD, Macquarie University, 2013)
- o Theo Noseworthy (Marketing PhD, Western University, 2012)
- o Seung Hwan (Mark) Lee (Marketing PhD, Western University, 2011)
- o Veronika Papyrina (Marketing PhD, Western University, 2007)
- o Rachel Mulloy (Psychology PhD, Queen's University, 2005)