

Felipe Thomaz

University of Oxford, Saïd Business School

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Academic Positions

University of Oxford, Associate Professor, Aug/2017 - Present

University of South Carolina, Assistant Professor, Jun/2014 – Aug/2017

Education

Ph.D. Marketing, June 2014
University of Pittsburgh, Pittsburgh PA

M.B.A. Concentration in Marketing and Finance, May 2009
University of Pittsburgh, Pittsburgh PA

B.S. Animal Sciences, May 2004
University of Florida, Gainesville FL

Publications

Schweidel, David A., Yakov Bart, J. Jeffrey Inman, Andrew Stephen, Barak Libai, Michelle Andrews, Ana Babić Rosario, Inyoung Chae, Zoey Chen, Daniella Kupor, Chiara Longoni, & Felipe Thomaz (2022) “How consumer digital signals are reshaping the customer journey” *Journal of the Academy of Marketing Science*.

Crolic, Cammy, Felipe Thomaz, Rhonda Hadi & Andrew Stephen (2022) “Blame the Bot: Anthropomorphism and Anger in Customer-Chatbot Interactions” *Journal of Marketing*, 86(1), 132-148.

Thomaz, Felipe, Salge, C., Karahanna, E., & John Hulland (2020) “Learning from the Dark Web: leveraging conversational agents in the era of hyper-privacy to enhance marketing” *Journal of the Academy of Marketing Science*, 48(1), 43-63.

Thomaz, Felipe (2020) “The digital and physical footprint of dark net markets” *Journal of International Marketing*, 28(1), 66-80.

Thomaz, Felipe and Vanitha Swaminathan (2015) “What Goes Around Comes Around: Spreading Risk Through Strategic Alliances in Highly Embedded Networks” *Journal of Marketing*, 79(5), 63–79.

Swaminathan, Vanitha, Christopher Groening, Vikas Mittal, and Felipe Thomaz. (2014) “How Achieving the Dual Goal of Customer Satisfaction and Efficiency in Mergers Affects a Firm’s Long-Term Financial Performance.” *Journal of Service Research*, 17(2), 182-194.

Selected Works Under Review and In-Progress

J Jason Bell, Felipe Thomaz & Andrew Stephen. “No Silver Bullet: Cross-Media Complementarity.” https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3836621

Thomaz, Felipe, Natalia Efremova, Francesca Mazzi, Gregory Clark, Ewan Macdonald, Rhonda Hadi, J Jason Bell & Andrew Stephen. “Ethics for AI in Business.” https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3871867

Clark, Gregory, Felipe Thomaz & Andrew Stephen. “On the effect of data dimensionality on eigenvector centrality.” *Under review at Journal of Combinatorial Theory, Series B* <https://arxiv.org/abs/2021.12034>

Su, Shan, Maurice Beseng, Ewan Macdonald, Felipe Thomaz & David Macdonald. “The link between wildlife trade and the global donkey skin product network.” *Under review at Conservation Science and Practice*.

Su, Shan, Ewan Macdonald, Nico Arcilla, Maurice Beseng, Felipe Thomaz & David Macdonald. "Traditional Chinese Medicine and species conservation: links between the donkey skin trade for E-Jiao and African timber trade" *Under review at Nature Scientific Reports*

Thomaz, Felipe and John Hulland “The Abnormal Structure of Illegal Digital Marketplaces.”

Intellectual Property

- **Project No:** 17673 **Project Title:** Hypergraph Attribution (2021)
- **Project No:** 17393 **Project Title:** Hypertrend Detection (2019)

Grants

University of South Carolina SPARC, “A Mathematical Model of Dark Net Markets.” Collaboration with the Mathematics Department (\$5,000)

Doctoral Students

Dr. Sotires ‘Sotos’ Pagiavlas – University of South Carolina 2020.

Placement: Assistant Professor of Marketing, Penn State University

Service

University of Oxford

Saïd Business School Academic Director of the MBA Programme (2022-)
 Saïd Business School Deputy Director Oxford Future of Marketing Initiative (2022-)
 Saïd Business School MBA Course Committee (2020-2022)
 Saïd Business School Marketing Board
 Kellogg College Governing Body
 Kellogg College Academic Committee

Field

Editorial Review Board – *Journal of Consumer Research*
 Editorial Review Board – *Journal of International Marketing*
 American Marketing Association Summer Educators' Conference – Track Chair (2018)
 American Marketing Association Winter Educators' Conference – Track Chair (2018)
 American Marketing Association Winter Educators' Conference – Track Co-Chair (2015)
 Ad-hoc reviewer, *Journal of Marketing Research*
 Ad-hoc reviewer, *Journal of Marketing*
 Ad-hoc Reviewer, *International Journal of Research in Marketing*

Honors and Awards

Fellow, Kellogg College, University of Oxford, 2017 - Present
 Ben L. Fryrear Doctoral Student Fellow, 2013-2014
 AMA-Sheth Foundation Doctoral Consortium Fellow, 2012
 School-wide Outstanding Doctoral Teaching Award (2012, 2013) (for Brand Management)
 Giant Eagle Fellow, University of Pittsburgh 2009 - 2010

Teaching Experience

University of Oxford

MBA Marketing Management
 MBA Digital and Social Media Marketing
 MBA Brand Strategy and Valuation
 EMBA Marketing Management
 EMBA Digital and Social Media Marketing
 EMBA AI in Marketing
 EMBA AI for Executives
 EMBA Future of Marketing
 Diploma in AI for Business – Module leader “AI in Practice”
 Executive Education - Bank of the Future programme
 Executive Education – Advanced Analytics