

MICHAEL THOMAS

Assistant Professor of Marketing – University of Missouri

University of Missouri
Trulaske College of Business
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Education

UNIVERSITY OF CHICAGO

PhD, Business – Quantitative Marketing, 2017

Passed Economics Dept. Qual. Exams in Price Theory and Econometrics

UNIVERSITY OF CHICAGO

Master of Business Administration, 2013

LONDON SCHOOL OF ECONOMICS

Master of Science, Economics, 2009

UNIVERSITY OF CALIFORNIA, DAVIS

Bachelor of Science, Chemical/Biochemical Engineering, 1999

Research Interests

Quantitative Marketing, Applied Microeconomics, Causal Estimation, Machine Learning, Advertising, Media Influence, B2B

Papers

“WAS TELEVISION RESPONSIBLE FOR A NEW GENERATION OF SMOKERS?” *Journal of Consumer Research*. Volume 46, Issue 4, December 2019, Pages 689–707. DOI: [10.1093/jcr/ucz024](https://doi.org/10.1093/jcr/ucz024)

“SPILLOVERS FROM MASS ADVERTISING: AN IDENTIFICATION STRATEGY” *Marketing Science* 39, no. 4 (2020): 807–826. DOI: [10.1287/mksc.2019.1217](https://doi.org/10.1287/mksc.2019.1217)

**** Finalist for the 2020 John D.C. Little Best Paper Award ****

**** Finalist for the 2022 Frank M. Bass Dissertation Paper Award ****

“LONG LAGS AND LARGE RETURNS: EXPERIMENTAL EVIDENCE FROM ADVERTISING TO BUSINESSES” with Kirthi Kalyanam and Marcel Goic. *Management Science* (forthcoming) [Draft on SSRN](#)

Work In Progress:

“DOES PUFFERY SELL? EVIDENCE FROM AIRBNB” [Draft on SSRN](#)

“B2B PRICING” with Kirthi Kalyanam and Marcel Goic.

“OPTIMAL TARGETING UNDER DYNAMIC INFORMATION”

Recent Teaching

“AI IN MARKETING” at National University of Singapore

Semester II, 2023 – Masters (4.6/5.0), Undergraduate (4.2/5.0)

*Semester II, 2022 – Masters (4.8/5.0) ** NUS teaching award ***

“MARKETING ANALYTICS” at Santa Clara University

Winter, 2021 – Undergraduate (4.6/5.0), Online Masters of Marketing (4.7/5.0)

Professional Experience

UNIVERSITY OF MISSOURI

Assistant Professor of Marketing, July 2024–Present

NATIONAL UNIVERSITY OF SINGAPORE

Assistant Professor of Marketing, Sept 2021–July 2024

SANTA CLARA UNIVERSITY

Assistant Professor of Marketing, 2017–2021

CHICAGO BOOTH SCHOOL OF BUSINESS

Teaching Assistant for Pradeep Chintagunta, Marketing Strategy, 2015

CHICAGO BOOTH SCHOOL OF BUSINESS

Teaching Assistant for Kevin Murphy, Advanced Microeconomics, 2014

UNIVERSITY OF CHICAGO, BECKER CENTER

Research Assistant for Matthew Gentzkow and Jesse Shapiro, 2009–2011

LONDON SCHOOL OF ECONOMICS, CENTER FOR ECONOMIC PERFORMANCE

Research Assistant for Henry Overman, 2008–2009

FORMFACTOR

Senior Process Engineer, Livermore CA, 2001–2005

CLOROX

Scientist I / Scientist II, Pleasanton CA, 1999–2001

Professional Talks

H2D2 Conference. University of Michigan — March 10, 2017. “TV and Smoking.”
Kellogg-Booth Student Symposium. Northwestern — April 28, 2017. “TV and Smoking.”
Quantitative Marketing and Economics Conference. Chicago Booth — Aug 24, 2018. “Mass Advertising.”
Marketing Science Conference. Online — June 13, 2020. “Persuasive Language.”
Stanford Working Papers Seminar — Dec 12, 2022. “Advertising to Businesses”
National University of Singapore — Feb 14, 2023. “Advertising to Businesses”
Marketing Science Conference, Miami FL — Jun 8, 2023. “Advertising to Businesses”

Personal

Children born 2017 and 2020.

References

Günter Hitsch (chair)
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