

Meredith Rhoads Thomas

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ACADEMIC APPOINTMENTS

Assistant Professor of Marketing, Florida State University

Fall 2018-Present

RESEARCH

Research Interests:

My research focuses on community dynamics related to the consumption of space and place, relationships between urban design and community, consumption inequality, and the social-psychological nature of money. I utilize both sociological and psychological theories, and as a consequence, my work often employs multiple methods: qualitative and survey methodologies from traditional sociology, and experimental methods from social psychology. My interests share a concern for consumer wellbeing and transformative action, and typically yield implications for social responsibility and public policy.

Publications:

Polman, Evan, Daniel A. Effron, and **Meredith R. Thomas**. "Other People's money: Money's perceived purchasing power is smaller for others than for the self." *Journal of Consumer Research* 45, no. 1 (2018): 109-125.

Baker, Stacey Menzel, Courtney Nations Azzari, **Meredith Rhoads Thomas**, and Aronté Marie Bennett (2020), "When Does the Social Service Ecosystem Meet Consumption Needs? A Power–Justice–Access Model of Holistic Well-Being from Recipients' Perspectives." *Journal of Public Policy & Marketing* 39, no. 2 (2020): 220-239.

Under review or revisions:

Thomas, Meredith and Thomas C. O'Guinn, "Buying Community: The role of morality and symbolic boundaries in neighborhood community," invited for third round review at *Journal of Consumer Research*

Thomas, Meredith R., Alexander I. Mitchell, and Albert M. Muniz, "Imprinting Brand Sociality," invited for resubmission to *Journal of Consumer Research*

Work in progress:

Thomas, Meredith Rhoads, Courtney Azzari, Aronte Bennett, Stacey Menzel Baker, "Fostering Transformative Change in the Community Resources Ecosystem" (Writing Results). Preparing for submission to *Journal of Public Policy and Marketing* (Submission Goal: April 2022)

Thomas, Meredith Rhoads and Alexander Mitchell, "Taking on the Tyranny of the Moment: Transforming Consumer Subjectivity and Developing Community Well-Being" (Data collection on-going). Target Journal: *Journal of Consumer Research* (Submission goal: August 2022)

Thomas, Meredith Rhoads and Stacey Menzel Baker, "The Role of Small Businesses as Citizen Producers of Community Resiliency," (Writing Results). Preparing for submission to *Journal of the Academy of Marketing Science* (Submission Goal: May 2022)

Bone, Sterling, Cliff Schultz, **Meredith Rhoads Thomas**, Stacey Menzel Baker, Marlys Mason, Amy Fehl, Karine Barakat, "Overcoming Social Traps: Policy Debates in Face Masks, Assault Rifles, and Plastic Bags" (Writing Results). Target Journal: *Journal of Public Policy and Marketing* (Submission goal: May 2022)

Mason, Marlys, Bone, Sterling, Cliff Schultz, **Meredith Rhoads Thomas**, Stacey Menzel Baker, Amy Fehl, Karine Barakat, "Fostering Resilience in the Frontlines: Community coping and recovery from cultural trauma" (Data collection ongoing, part of Transformative Consumer Research working group). Target Journal: *Journal of Services Research* (Submission Goal: Fall 2022)

Mitchell, Alexander and **Meredith Rhoads Thomas**, "The Contribution of City Planning In the Production of Consumptionscapes" (Data Collection On-Going). In this work, we explore the interaction between the market and local government in the planning and production of neighborhoods, public spaces and city infrastructure, and the downstream consequences to social and community life. Target Journal: *Journal of Marketing*

Muniz, Albert M., Alexander Mitchell and **Meredith Rhoads Thomas**, "The thin but not negligible bonds of brands: theorizing more nuanced brand sociality" (with Albert Muniz and Alexander Mitchell), Writing Results, Target: *Journal of Consumer Research*.

Stough, Rusty and **Meredith Rhoads Thomas**, "Unhoming: The Psychological Underpinnings of Moving" (With Rusty Stough), Writing Results, Target: *Journal of the Academy of Marketing Science*

Selected Research Presentations:

"Consuming Neighborhood Sociality," Association for Consumer Research Conference, Association for Consumer Research. Virtual (October 29, 2021).

"Small Business Leaders and Community Resiliency," Macromarketing Society Conference,

Macromarketing Society. Virtual (July 15, 2021).

"The Role of Small Businesses as Citizen Producers of Community Resiliency," Transformative Consumer Research, Association for Consumer Research. Virtual (June 28, 2021).

"Imprinting and Cultural Entrepreneurship in Marketer Exits," York University Invited Speaker Series, York University. (February 26, 2021).

"Community Resiliency in times of Cultural Trauma," American Marketing Association Winter Conference, American Marketing Association. Virtual (February 19, 2021).

"Examining Cultural Drivers on Experiences of Humanity," American Marketing Association Winter Conference, American Marketing Association. Virtual (February 19, 2021).

"Gossamer Brand Bonds," American Marketing Association Winter Conference, American Marketing Association. (February 17, 2021).

"Imprinting Neighborhood Sociality," Southern California/Chicago Consumer Culture Theory Consortium Invited Speaker Series, Virtual (December 4, 2020)

"When Does the Social Service Ecosystem Meet Consumption Needs? A Power–Justice–Access Model of Holistic Well-Being from Recipients' Perspectives." American Marketing Association Conference, San Diego, CA (February 15, 2020)

"Creating Brand Sociality," JCR Future of Brands and Branding Conference, Columbia University, New York, NY. (December 6, 2019)

"Cocreating neighborhood brands and communities," Association for Consumer Research Conference, Atlanta, Georgia (October 19, 2019)

"When Do Social Services Meet Recipients' Consumption Needs?: A Power-Justice-Access Model," Marketing and Public Policy Conference, Washington, D.C. (June 2019)

"Buying Community," Transformative Consumer Research Conference, Ithaca, NY. (June 2017)

“The Joneses’ Don’t Live Here: Belonging Through Consumption in a New Urban neighborhood.” Association for Consumer Research Conference, Berlin, Germany. (October 2016)

“Owning Community: Social class and consumption in a neo-traditional neighborhood.” Consumer Culture Theory Canon of Classics, University of Southern Denmark, Odense, Denmark. (August 2016)

“Owning Community: Social class and consumption in a neo-traditional neighborhood,” Marketing and Public Policy Conference, California Polytechnic University, San Luis Obispo, CA. (June 2016)

“Owning Community: Social class and consumption in a neo-traditional neighborhood.” Robert D. Mittelstaedt Doctoral Symposium, University of Nebraska-Lincoln (March 2016)

"Owning Community: Social Class and Consumption in a Neo-Traditional Neighborhood," Social Psychology and Micro-Sociology Speaker Series, Department of Sociology, University of Wisconsin-Madison. (February 2016).

“Owning Community: Social class and consumption in a neo-traditional neighborhood.” Association for Consumer Research Conference, New Orleans, LA (October 2015)

“Owning Community: Social class and consumption in a neo-traditional neighborhood,” Consumer Culture Theory Conference, University of Arkansas, Fayetteville (June 2015)

“Consuming Community,” Albert Haring Symposium, University of Indiana-Bloomington (March 2015)

"Discussion on, "Complex Service Events: A Theoretic Exposition and Research Questions," Robert D. Mittelstaedt Doctoral Symposium, University of Nebraska-Lincoln. (April 2014).

TEACHING

Teaching Experience:

Florida State University (2018-2022)

MAR 4613, Marketing Research, 11 courses, Student Evaluation Average 4.5/5.0

University of Wisconsin-Madison (2012-2018)

MAR 365, Contemporary Brand Thought, 2 courses, Student Evaluation Average 4.75/5.0

MAR 305, Consumer Behavior, 2 courses, Student Evaluation Average 4.7/5.0

MAR 300, Marketing Management, 2 courses, Student Evaluation Average 4.6/5.0

Non-Credit Instruction:

Guest Lecture, Florida State University Doctoral Seminar in Consumer Behavior 4 participants (April 2021).

Guest Lecture, Florida State University Doctoral Seminar in Consumer Behavior 2 participants. (April 2020).

Guest Lecture, Florida State University Doctoral Seminar in Consumer Behavior 2 participants. (April 2019).

Guest Lecture, FSU College of Business Doctoral Professional Development Seminar, 12 participants. (March 2021).

Guest Lecture, FSU College of Business Doctoral Professional Development Seminar, 20 participants. (March 2020).

Directed Student Learning:

Doctoral Dissertation Committee Member. (March 2021 - Present).
Advised: Rachel Hochstein

Doctoral Dissertation Committee Member. (May 2019 - July 2021).
Advised: Lane Peterson

Supervision of Non-Thesis Student Research: Faculty-Driven Research, "Community Engagement in Place Branding." (January 2020 - May 2020).
Advised: Taylor Perko

PROFESSIONAL SERVICE

Co-Chair, Inaugural Job Market Workshop, Marketing and Public Policy Conference. (June 2022, Austin, TX)

Editorial Review Board Member, Journal of Public Policy and Marketing (April 2020 – Present).

Reviewer, Journal of Consumer Research. (January 2020 - Present).

Reviewer, American Marketing Association-Marketing and Public Policy. (February 2019 Present).

Reviewer, Journal of Professional Selling and Sales Management. (September 2021-Present)

Ad hoc Reviewer, American Marketing Association Conference. (December 2018 - Present).

Ad hoc Reviewer, Marketing and Public Policy Conference. (December 2018 - Present).

Ad hoc Reviewer, Society for Consumer Psychology Conference. (October 2018 - Present).

Ad hoc Reviewer, Association for Consumer Research. (March 2016 - Present).

Ad hoc Reviewer, Consumer culture theory. (March 2016 - Present).

Session Chair, Association for Consumer Research (October 2021)

Track Chair, American Marketing Association. (August 2020 - February 2021).

Session Chair, Center on Global Brand Leadership at Columbia University. (December 2019).

Panel member, Association for Consumer Research Doctoral Symposium. (October 2019).

Session Chair, Consumer Culture Theory Conference. (July 2019).

Invited speaker, "The myth and the reality of work life balance," Florida State University Office of Faculty Development speaker series. (February 24, 2022)

Faculty Mentor, Consumer Culture Theory Doctoral Symposium. (May 2019 - July 2019).

Reviewer, Academy of Marketing Science Mary Kay Dissertation Award Competition. (June 2019).

Conference Social Committee Chair, Transformative Consumer Research. (August 2018 – June 2019).

Committee Member, Wisconsin School of Business PhD Program Committee. (September 2017–May 2018).

Wisconsin PhD Professional Seminar Panel Member (August 2016-May 2018)

Department Service:

Committee member, Marketing Department Doctoral Committee. (2019 - Present).

Committee Member, Wells Fargo Distinguished Scholar Speaker Series. (August 2018 – Present).

Media Appearances and Interviews:

"Choosing the Right Promotional Products for Your Brand," Marketing News. (April 2019).

Contracts, Grants and Sponsored Research:

"The Role of Small Businesses as Citizen Producers of Community Resiliency", Baker, S. (Co-PI), Sponsored by Jim Moran Institute for Entrepreneurship, Florida State University, \$3,000.00. (April 2021 - Present).

College of Business Dean's Summer Research Grant, Thomas, M. R. (PI), " Sponsored by Florida State University, Florida State University, \$53,000.00. (June 2019 - August 2019).

First Year Assistant Professor Research Grant Thomas, M. R. (PI), Sponsored by Florida State University, Florida State University, \$20,000.00. (May 2019 - August 2019).

Transformative Consumer Research Relational Engagement Grant, Thomas, M. R. (Co PI), Sponsored by Transformative Consumer Research, Other, \$1,500.00. (May 2019 - Present).

John G. Schutz Excellence in Marketing Award, Wisconsin School of Business. (2017).

William Bers Business Fellowship Award, Wisconsin School of Business. (2016).

AWARDS, HONORS AND SCHOLARSHIPS

2016 AMA Sheth Doctoral Consortium Fellow, University of Notre Dame

2016-2017 John G. Schutz Excellence in Marketing Award

2016 William Bers Business Fellowship Award

2015-2016 Mendota Marketing Scholarship Award

2015-2016 Advanced Opportunity Fellowship Award

2015-2016 John C. and Lillian M. Putzer Fund Scholarship 2014-2015 Wisconsin School of Business Distinguished Teaching Award

2013-2014 McKinnon Stewart and Grace Award

2013-2014 John C. and Lillian M. Putzer Scholarship Award

2013 Westing J. Howard Marketing Fellowship

2012 Wisconsin Distinguished Graduate Fellowship

EDUCATION

Wisconsin School of Business, University of Wisconsin-Madison May 2018

Doctoral Candidate, Marketing

Minor areas of study: Sociology and Anthropology

Dissertation committee: Thomas O'Guinn (Chair), Amber Epp, Page Moreau, Melanie Wallendorf, Gary Green (Sociology)

Southern Illinois University Carbondale

Master of Business Administration

December 2006

Bachelor of Science, Marketing

August 2005

PROFESSIONAL EXPERIENCE

Southern Illinois University Carbondale, College of Business, Director of Marketing and Public Information

October 2008-August 2012 (Carbondale, Illinois)

Carbondale Chamber of Commerce: Executive Director

February 2007-October 2008 (Carbondale, Illinois)

Anheuser Busch, Inc.: New Products and Innovations Intern

May-December 2006 (St. Louis, Missouri)

Southern Illinois University Carbondale: Graduate Teaching and Research Assistant, Department of Marketing

August 2005-December 2006

Intercontinental Hotels Group: Marketing Intern

Spring 2005 (Atlanta, Georgia)