Jameson Watts

Assistant Professor of Marketing
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Research interests

Marketing Theory, Marketing Analytics, Digital Marketing, Social Networks

Education

2015   Ph.D. in Marketing, University of Arizona
        Minor: Computational Linguistics
2007   M.B.A., Willamette University
2002   B.Sc. in Computer Science, University of Colorado, Boulder

Journal Articles

2019   **Jameson Watts** and Kenneth Koput "The Downside of Prominence in a Network of Marketing Alliances," *Forthcoming, Journal of Business Research*

2018   Robert F. Lusch and **Jameson Watts**, "Redefining the Market: A Treatise on Exchange and Shared Understanding," *Marketing Theory* **(lead article)**

       Jameson Watts, "Trend Spotting: Using Text Analysis to Model Market Dynamics," *International Journal of Market Research*

2016   Yotam Shmargad and **Jameson Watts**, "When Online Visibility Deters Social Interaction: The Case of Digital Gifts," *The Journal of Interactive Marketing* **(lead article)**

2014   **Jameson Watts** and Kenneth Koput, "Supple Networks: Preferential Attachment by Diversity in Nascent Social Graphs," *Network Science* **(lead article)**

Refereed Proceedings

2019 **Jameson Watts** and Anastasia Adriano, "Understanding Context-sensitive Semantic Relatedness," *Proceedings of 2019 Marketing Management Association Conference*

2016 Yotam Shmargad and **Jameson Watts**, "Strangers You May Know: Social Surveillance and Intimacy Online," *Proceedings of the 2016 iConference*

2015 **Jameson Watts** and Yotam Shmargad, "Social Visibility and the Gifting of Digital Goods," *Proceedings of the 2015 ACM Conference on Online Social Networks*

Book Chapters

2018 Yotam Shmargad and **Jameson Watts**, "The Connected Consumer," *Digital Marketing: Concept, Theory, and Practice*, Libri Publishing Limited, Faringdon, England.

Working papers

Julia Fehrer, **Jameson Watts**, Roderick Brodie, and Sandra Smith, "A Corpus-Linguistic Approach to Theorizing in Service Science: Method, Analysis and Future Application Fields." *Prepping for 2rd round review at Journal of Service Research*

Jameson Watts, "Language Consistency and Stock Market Trading Volume," *Prepping for 3rd round review at SAGE Open*

Jameson Watts and Anastasia Adriano, "A Resource for Training Machines on Context-sensitive Semantic Relatedness." *Prepping for submission to Marketing Science*

Zonghao Chen, Michael Keefe, **Jameson Watts**, "Board of director compensation in China: It pays to be connected."

Conference Presentations

2019 "Understanding Context-Sensitive Semantic Relatedness," *Marketing Management Association Conference, Chicago, IL*

2018 "Market Agency: An Information Theory of Exclusion," *Forum on Marketing and Markets, Tucson, AZ*

"Teaching Machines about Semantic Similarity," *Oregon Marketing Symposium, Portland, OR*

2017   "Opinion Leaders or Laggards: Commenting Online in the Wake of a Product Crisis," *Oregon Marketing Symposium, Eugene, OR*

2015   "Social Visibility and the Gifting of Digital Goods," *Conference on Online Social Networks, Palo Alto, CA*

2014   "The Network Value of Marketing Alliances Under Firm-Specific Uncertainty", *ISBM Conference, San Francisco, CA*

"The Network Value of Marketing Alliances Under Firm-Specific Uncertainty", *Marketing Science Conference, Atlanta, GA*

2013   "Supple Networks: Preferential Attachment by Diversity in Nascent Social Graphs", *Conference on Complexity in Business, Washington, DC*

2012   "Macro-level Returns to a Preference for Diversity", *Forum on Marketing and Markets, Auckland, NZ*

"The Social Response: Online Word of Mouth in the Wake of a Product Crisis", *Invited track at Marketing Science Conference, Boston, MA*

Media Mentions

2019   The Future of the Digital Economy
2018   Blockchain Goes to College

Honors & awards

2014   Winner of the ISBM Dissertation Competition
2013   One of only ten Ph.D. students admitted into the Santa Fe Institute's Graduate Workshop on Complexity in the Social Sciences
2005   Full Scholarship (M.B.A.)

Reviewer

Journal of Interactive Marketing
Journal of Retailing
Marketing Theory
SAGE Open

Invited Talks

2018   "Panelist: Blockchain, the Revolution Extends Beyond Cryptocurrency," *Willamette University*

2017   "Opinion Leadership: Getting Paid for Being Cool and Showing Off," *The Willamette University MBA Leadership Series*

Professional Associations

American Marketing Association
Academy of Marketing Science
Association for Computing Machinery

Teaching experience (and median rating)

2019   DSM 501: Fundamentals of Data Science with R
GSMPR 625: Creating and Implementing Market Driven Strategies
GSM 5107: Marketing: Creating Satisfied Customers, *M.B.A.*, 5/5
2018   GSM 6261: Marketing Strategy, *M.B.A.*, 4.5/5
GSM 625: Creating and Implementing Market Driven Strategies, *M.B.A.*, 4.5/5
GSM 625: Creating and Implementing Market Driven Strategies, *M.B.A.*, 5/5
2017   GSM 6004: Digital Marketing and E-commerce, *M.B.A.*, 4/5
GSM 6007: Social Media Marketing, *M.B.A.*, 4/5
GSM 5107: Marketing: Creating Satisfied Customers, *M.B.A.*, 4/5
2016   GSM 5107: Marketing: Creating Satisfied Customers, *M.B.A.*, 4/5
GSMPR 625: Creating and Implementing Market Driven Strategies, *M.B.A.*, 5/5
2015   GSM 6007: Social Media Marketing, *M.B.A.*, 4.5/5
2012   BNAD 303: Introduction to Marketing, *Undergraduate*, 5/5

Training, Pedagogy and Curriculum Development

2019   Leader of curriculum development for Willamette's new data science initiative
2018   Master teacher training, Atlanta, GA
2017   Developed two new experiential electives in digital marketing and social media
2016   HBS case training, AGSM Portland Center

Industry Consulting

CravenSpeed, Portland OR
Ibis Cycles, Santa Cruz CA

PaperCut, Portland OR

Industry experience

2009-2010	Managing Partner at Graphex Corp., *Westminster, CO*
2007-2009	Interactive Director at Vermilion Design + Interactive, *Boulder, CO*
2004-2005	IT Manager at Mid-Valley IPA, *Salem, OR*
2002-2004	Senior Software Engineer at Markit, *Boulder, CO*
1998-2002	Various software development appointments with tech startups, *Boulder, CO*

Volunteer Activities

2016-2019	Volunteer Trail Builder, Northwest Trail Alliance
2016-2018	Board Member, Northwest Trail Alliance

Personal Interests

Surfing, camping, snow-sports and mountain biking.

Last updated: July 18, 2019