

# Jameson Watts

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## Research interests

Marketing Theory, Machine Learning, Natural Language Processing, 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

- 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 Conference 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

**Jameson Watts** and Kenneth Koput “The Network Value of Marketing Alliances Under Firm-Specific Uncertainty,” *under 3rd round review at the Journal of Business Research*

**Jameson Watts**, “Language Consistency and Stock Market Trading Volume,” *Under second round review at SAGE Open*

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

Julia Fehrer and **Jameson Watts**, “A Corpus-Linguistic Approach to Theorizing in Service Science: Method, Analysis and Future Application Fields.”

**Jameson Watts** and Anastasia Adriano, “A Resource for Training Machines on Context-sensitive Semantic Relatedness.”

#### 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 TBD: Willamette Magazine article on Blockchain

2018 <https://www.oregonbusiness.com/article/industry-spotlight/item/18171-crypto-classes>

#### 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

### 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*
- 2015 “Getting to Know your Market Online,” *Willamette AMA club*

### Professional Associations

American Marketing Association  
Academy of Marketing Science  
Association for Computing Machinery

### Teaching experience (and median rating)

- 2019sp GSM 5107: Marketing: Creating Satisfied Customers, *M.B.A.*
- 2018fa GSM 6261: Marketing Strategy, *M.B.A.*, 5/5
- 2018fa GSM 625: Creating and Implementing Market Driven Strategies, *M.B.A.*, 4.5/5
- 2018su GSM 625: Creating and Implementing Market Driven Strategies, *M.B.A.*, 5/5
- 2017sp GSM 6004: Digital Marketing and E-commerce, *M.B.A.*, 4/5
- 2017sp GSM 6007: Social Media Marketing, *M.B.A.*, 4/5
- 2017fa GSM 5107: Marketing: Creating Satisfied Customers, *M.B.A.*, 4/5
- 2016fa GSM 5107: Marketing: Creating Satisfied Customers, *M.B.A.*, 4/5
- 2016su GSM 625: Creating and Implementing Market Driven Strategies, *M.B.A.*, 5/5
- 2015fa GSM 6007: Social Media Marketing, *M.B.A.*, 4.5/5
- 2012fa BNAD 303: Introduction to Marketing, *Undergraduate*, 5/5

### Training and Pedagogy

- 2018sp Master Teacher Training, Atlanta, GA
- 2016sp HBR case teaching, AGSM Portland Center

### Industry Consulting

CravenSpeed, Portland OR  
Ibis Cycles, Santa Cruz CA

### Industry experience

2009-2010	Managing Partner at Graphex Corp., <i>Westminster, CO</i>
2007-2009	Interactive Director at Vermilion Design + Interactive, <i>Boulder, CO</i>
2004-2005	IT Manager at Mid-Valley IPA, <i>Salem, OR</i>
2002-2004	Senior Software Engineer at Wall Street on Demand, <i>Boulder, CO</i>
1998-2002	Various software development gigs with tech startups, <i>Boulder, CO</i>

### 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: February 11, 2019