Jameson K. M. Watts

Assistant Professor of Marketing
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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 K. M. Watts**, "Redefining the Market: A Treatise on Exchange and Shared Understanding," *Marketing Theory* **forthcoming**

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

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

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

Refereed Conference Proceedings

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

2015   **Jameson K. M. 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 K. M. Watts**, "The Connected Consumer," *Digital Marketing: Concept, Theory, and Practice*, Libri Publishing Limited, Faringdon, England.

Working papers

Jameson K. M. Watts and Kenneth Koput "The Network Value of Marketing Alliances Under Firm-Specific Uncertainty," *under 3nd round review at the Journal of Business Research*

Jameson K. M. Watts, "Language Consistency and Stock Market Trading Volume," *Under second round review at SAGE Open*

Laura J. Kornish, Sharaya M. Jones and **Jameson K. M. Watts**, "Distances Between Key Components of Raw Ideas: Markers of creativity and appeal for new product ideas."

Conference Presentations

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

2018   "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*

2014   "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*

2012   "The Social Response: Online Word of Mouth in the Wake of a Product Crisis", *Invited track at Marketing Science Conference, Boston, MA*

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*

University Service

2018-2019	Strategy Search Committee
2018	Proposal for program expansion in the area of Business Analytics
2015-2019	Research Committee, Willamette University MBA
2015-2018	Curriculum Committee, Willamette University MBA
2018	"Pricing Strategy," *Career day sample class*
2016	"Marketing in a World of Connected Consumers," *Career day sample class*
2015	"Generations at Risk: You are the Future," *guest lecture on marketing ethics for Professor Barbara Stebbins-Boaz*
2015	"Social media marketing," *guest lecture on social media for Professor Elliot Maltz*
2013	"The Social Response," *guest lecture on social media research for Professor Hope Schau*

Professional Associations

American Marketing Association
Academy of Marketing Science
Association for Computing Machinery

Teaching experience (and rating)

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

Industry Consulting

CravenSpeed, Portland OR
Ibis Cycles, Santa Cruz CA

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 Wall Street on Demand, *Boulder, CO*
1998-2002	Various software development gigs with tech startups, *Boulder, CO*

Volunteer Activities

2016-2018	Volunteer Trail Builders, Northwest Trail Alliance
2016-2018	Board Member, Northwest Trail Alliance

Personal Interests

Surfing, camping, snow-sports and mountain biking.

Last updated: November 6, 2018