

Jameson Watts

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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 2nd 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-sp GSM 5107: Marketing: Creating Satisfied Customers, *M.B.A.*, 5/5
- 2018-fa GSM 6261: Marketing Strategy, *M.B.A.*, 4.5/5
- 2018-fa GSM 625: Creating and Implementing Market Driven Strategies, *M.B.A.*, 4.5/5
- 2018-su GSM 625: Creating and Implementing Market Driven Strategies, *M.B.A.*, 5/5
- 2017-sp GSM 6004: Digital Marketing and E-commerce, *M.B.A.*, 4/5
- 2017-sp GSM 6007: Social Media Marketing, *M.B.A.*, 4/5
- 2017-fa GSM 5107: Marketing: Creating Satisfied Customers, *M.B.A.*, 4/5
- 2016-fa GSM 5107: Marketing: Creating Satisfied Customers, *M.B.A.*, 4/5
- 2016-su GSM 625: Creating and Implementing Market Driven Strategies, *M.B.A.*, 5/5
- 2015-fa GSM 6007: Social Media Marketing, *M.B.A.*, 4.5/5
- 2012-fa 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., <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 Markit, <i>Boulder, CO</i>
1998-2002	Various software development appointments 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: July 15, 2019