

Sunil Thomas

California State University, Fullerton
Marketing
Email: sunilthomas@fullerton.edu

Education

Ph. D., Pennsylvania State University, University Park, 2005.
Major: Marketing

TEACHING

Undergraduate

Principles of Marketing, Marketing Research

MBA

Strategic Market Intelligence, Marketing Analytics: Decision Making in the Information Age

RESEARCH

Interests

Branding, Firm Strategy & Marketing Metrics

Selected Refereed Journal Publications

Thomas, S., Kohli, C. S. (2009). A Brand is Forever! A Framework for Revitalizing Declining and Dead Brands. *Business Horizons*, 52(4), 377-386.

Thomas, S., Kohli, C. S. (in press) Can Brand Image move Upwards after *Sideways*? A Strategic Approach to Brand Placements. *Business Horizons*.

Leingpibul, T., Thomas, S., Broyles, A., Ross, R. H. (2009). Loyalty's Influence on the Consumer Satisfaction and (Re) Purchase Behavior Relationship. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 22.

Broyles, A., Thomas, S., Forman, H., Leingpibul, T. (2009). The Dissimilar Significance of Functional and Experiential Beliefs when Marketing Brands in Cross-Cultural Settings. *International Business Research*, 2(4), 8-19.

Lancellotti, M. P., Thomas, S. (2009). To Take or Not to Take: Effects of Motivation, Self-Efficacy, and Class-Related Factors on Course Attitudes. *Marketing Education Review*, 19(2), 35-47.

Forman, H., Thomas, S. (in press). To Quiz or Not to Quiz? Student Attitudes and Beliefs towards Multiple Quizzes in a Marketing Course. *Journal of the Academy of Business Education*.

Book Chapters

Broyles, A., Thomas, S., Kohli, C. S., Leuthesser, L. (in press) Brand equity: Leveraging brands in international markets. In V. Kannan (Ed.), *International Business in the 21st Century, Volume II: Going Global: Implementing International Business Operations*. Praeger Publishing.

Thomas, S., Kohli, C. S. Energizing dying brands: Insights from theory and practice. In E. Yasur (Ed.), *Superbrands Israel*

Wilson, D.T. and Thomas, S. (2004) "Industrial Marketing - A Value Oriented Perspective", *Handbook of Industrial Marketing* Edited by Klaus Backhaus and Markus Voeth, Gabler pp 203- 212.

Selected Conferences

Forman, H., Thomas, S. (2009). *To Quiz or Not to Quiz: Student Attitudes Toward Multiple Quizzes in a Marketing Course*. Marketing Educators Association Conference 2008, Marketing Educators Association, Newport Beach, CA.

Kohli, C. S., Thomas, S. (2008). *Enhancing Corporate Value: A Framework for Reviving Weak Brands*. International Marketing Conference, NASMEI, Chennai, India.

Lancellotti, M. P., Thomas, S. (2007). *The consumer behavior decision making process as framework for student new course choice*. Marketing Educators Association Conference 2007, Marketing Educators Association, San Antonio, TX, 1-40.

Thomas, S., Wilson, D.T. (2003). *Creating and Dividing Value in a Value Creating Network*. 19th Annual IMP Conference, Lugano, Switzerland

Thomas, S., Wilson, D.T. (2001). *Do Relationships Matter Anymore? A Study of Reverse Online Auctions*. 17th Annual IMP Conference, Oslo, Norway.

Thomas, S., Wilson, D.T. (2001). *E-Procurement: Implications for Business Marketing*. Seventh Joint Conference, ISBM and CBIM, Atlanta, Georgia.

Grants & Awards

New Tenure-track Professional Development Award, Mihaylo College of Business and Economics, California State University, Fullerton (2006).

Faculty Development Grant, Faculty Development Center, California State University, Fullerton. (Jan - May 2006).

Finalist, Institute for Study of Business Markets (ISBM) Doctoral Dissertation Award (2004).

Fellow, American Marketing Association Sheth Doctoral Consortium at Texas A&M University (2004).

Smeal Dissertation Research Grant Award (2004).

David T. and M. Joan Wilson Business Markets Dissertation Award for 2003/2004.

Presenter and Symposium Fellow, Albert Haring Symposium, Indiana University, Bloomington, Indiana (2003).

Selected Research in Progress

"Slogans: What Companies Really Need to Know to Get it Right"

"The New Kid on The Block: Competitive Interactions and De Novo Firm Performance"

"An Examination of Buyer Relationship Involvement and its Impact on Value Creation in Buyer-Seller Relationships"

SERVICE

Committee Member, MBA Steering Committee, Mihaylo College of Business and Economics.
(Dec 2008 - Present).

Committee Member, Mihaylo College of Business and Economics Senate. (August 2008 -
Present).

Committee Member, Mihaylo College of Business and Economics Undergraduate Programs
Committee. (August 2008 - Present).

Committee Member, Ad Hoc Committee for College of Business Mission and Vision Statement.
(November 2005 - April 2006).

Marketing Representative, College of Business and Economics, Scholarships and Awards
Committee. (August 2006 - Present).

Person in Charge, Professional Development Seminar. (August 2005 - December 2006).

Guest Speaker, Future Business Leaders of America (FBLA), Fullerton, California. (November 6,
2009 & March 1, 2008).