

DEBORA V. THOMPSON

Assistant Professor of Marketing
McDonough School of Business
584 Hariri Building
Georgetown University
Washington DC 20057
Phone: 202-687-2665
Email: dvt@georgetown.edu

EDUCATION

University of Maryland, College Park, MD
Robert H. Smith School of Business
Ph.D, Marketing, May 2006

Federal University of Rio Grande do Sul, Porto Alegre, Brazil
MS, Marketing, August 1999

Federal University of Santa Maria, Santa Maria, Brazil
BA, Communication, December 1995

HONORS AND AWARDS

Marketing Science Institute Young Scholar, 2011.

Emerging Marketing Scholar Award, Emerald Publishing, 2009.

Dean's Distinguished Faculty Research Award – *McDonough School of Business*, Georgetown University, 2008.

Donald Lehmann Award for best dissertation-based paper published in the *Journal of Marketing Research*, *American Marketing Association*, 2007.

John A. Howard Dissertation Award, *American Marketing Association*, 2006.

Marvin Jolson Award for Outstanding Marketing Doctoral Student, *Robert H. Smith School of Business, University of Maryland*, 2006.

AMA Sheth Doctoral Consortium Fellow, *University of Connecticut*, 2005.

Frank Paine Award for Academic Achievement, *Robert H. Smith School of Business, University of Maryland*, 2005.

Alden G. Clayton Doctoral Dissertation Proposal Award, *Marketing Science Institute*, 2004.

Highly Commended Paper in the *International Journal of Service Industry Management*, 2005.

Haring Symposium Fellow, *Indiana University*, 2003.

Best Paper Award, *Brazilian Business Educator's Conference*, 2000.

RESEARCH INTERESTS

Judgment and decision-making, information processing, persuasion, context effects.

PUBLICATIONS

1. ARTICLES

Thompson, Debora V. and Michael I. Norton, "The Social Utility of Feature Creep," *Journal of Marketing Research*, forthcoming.

Hamilton, Rebecca W., Rebecca Ratner, and Debora V. Thompson (2011), "Outpacing Others: When Consumers Value Products Based on Relative Usage Frequency," *Journal of Consumer Research*, 37 (April), 1079-1094.

Thompson, Debora V., Rebecca W. Hamilton and Petia Petrova (2009), "When Mental Simulation Hinders Behavior: The Effects of Process-Oriented Thinking on Decision Difficulty and Performance," *Journal of Consumer Research*, 36 (December), 562-574.

Hamilton, Rebecca W. and Debora V. Thompson (2007), "Is there a Substitute for Direct Experience? Comparing Consumers' Preferences After Direct and Indirect Product Experiences," *Journal of Consumer Research*, 34 (December), 546-555.

Thompson, Debora V. and Rebecca W. Hamilton (2006), "The Effects of Information Processing Mode on Consumers' Responses to Comparative Advertising," *Journal of Consumer Research*, 32 (March), 530-540.

Rust, Roland T., Debora V. Thompson, and Rebecca W. Hamilton (2006), "Defeating Feature Fatigue," *Harvard Business Review*, (February), 98-107.

Featured on NPR's *Weekend Edition*, WBUR's *Here and Now*, the *Jim Lehrer News Hour*, and PBS's *Nightly Business Report*.

Thompson, Debora V., Rebecca W. Hamilton, and Roland T. Rust, (2005) "Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing," *Journal of Marketing Research*, 42 (November), 431-442.

Received 2006 Howard dissertation award and 2007 Lehmann Award for best dissertation-based paper published in the *Journal of Marketing Research* from AMA.

Featured in *Insights* from MSI, Fall 2005.

Finalist for the 2010 William O'Dell award, American Marketing Association.

Thompson, Debora V., Roland T. Rust and Jeff Rhoda (2005), "The Business Value of e-Government to Small Firms," *International Journal of Service Industry Management*, 16 (3/4), 385-407.

2. BOOK CHAPTERS

Rust, Roland T. and Debora V. Thompson (2006), "How Does Marketing Strategy Change in a Service-based World?" In: *Service-Dominant Logic of Marketing: Dialog, Debate, and Directions*, eds. Stephen L. Vargo & Robert F. Lusch, M.E. Sharp, Armonk, NY, 381-392.

MANUSCRIPTS UNDER REVIEW

Thompson, Debora V. and Prashant Malaviya. "When Co-Creation Backfires: The Effects of Disclosing Consumer Source on Advertising Persuasiveness," under review at the *Journal of Marketing Research*.

RESEARCH IN PROGRESS

Thompson, Debora V. and Elise Chandon Ince. "If It's Hard to Read, It's Worth It: When Metacognitive Effort Enhances Value Perceptions."

Hamilton, Rebecca, Debora V. Thompson, and Zachary Arens. "The Role of Anticipated and Experienced Regret on Consumers' Preferences."

Kirmani, Amna, Rebecca Hamilton, and Debora V. Thompson. "Being Good vs. Being Good at What They Do: Trade Offs Between the Morality and Competence of Marketing Agents."

INVITED PRESENTATIONS

Information Processing and Decision-Making, Marketing Science Institute Young Scholar Meeting, Park City, UT, January 2011.

The Honeymoon is Over: Managing Advisor/Advisee Relationships During the First Two Years of the PhD Program, Association for Consumer Research Doctoral Consortium, Jacksonville, FL, October 2010.

The Social Utility of Feature Creep, McIntire School of Commerce, University of Virginia, March 2010.

The Social Utility of Feature Creep, Fox School of Business, Temple University, October 2009.

The Social Utility of Feature Creep, Robert Smith School of Business, University of Maryland, October 2009.

Doing and Publishing Academic Marketing Research in the U.S, Reims Management School, France, September 2009.

The Effects of Process and Outcome Mental Simulation on Decision Difficulty and Performance, Marshall School of Business, University of Southern California, Los Angeles, CA, April 2009.

The Effects of Process and Outcome Mental Simulation on Decision Difficulty and Performance, Harvard Business School, Boston, MA, May 2008.

The Effects of Process and Outcome Mental Simulation on Decision Difficulty and Performance, Joseph Katz School of Business, University of Pittsburg, Pittsburg, PA, April 2008.

Feature Fatigue, Media Lab Sponsor Meeting, MIT, Cambridge, MA, October 2007.

Shifting Mental Construal by Engaging in a Direct Product Experience, *DC Marketing Colloquium*, George Mason University, Fairfax, VA, February 2007.

PEER-REVIEWED CONFERENCE PRESENTATIONS

Thompson, Debora V. and Elise Chandon Ince, "If It's Hard to Read, It's Worth It: When Metacognitive Effort Enhances Product Value," Society for Consumer Psychology Conference, Atlanta, GA, February 2011.

Hamilton, Rebecca W. and Debora V. Thompson, "When Does Anticipating Regret Help Consumer Decision Making and When Does it Hurt?" Society for Consumer Psychology Conference, Atlanta, GA, February 2011.

Thompson, Debora V. and Elise Chandon Ince, "If It's Hard to Read, It's Worth It: When Metacognitive Effort Enhances Product Value," *Association for Consumer Research Conference*, Jacksonville, FL, October 2010.

Hamilton, Rebecca W. and Debora V. Thompson, "When Does Anticipating Regret Help Consumer Decision Making and When Does it Hurt?" *Association for Consumer Research Conference*, Jacksonville, FL, October 2010.

Hamilton, Rebecca W., Rebecca K. Ratner and Debora V. Thompson, "Will I Get My Money's Worth? Inferring Product Value Based on Predictions About Relative Use," *Society for Consumer Psychology Conference*, St. Petersburg, FL, February 2010.

Kirmani, Amna, Rebecca W. Hamilton and Debora V. Thompson, "Which Agent Do You Prefer: Sinful Success or Virtuous Failure?" *Association for Consumer Research Conference*, Pittsburg, PA, October 2009.

Hamilton, Rebecca W., Rebecca K. Ratner and Debora V. Thompson, "Will I Get My Money's Worth? Inferring Product Value Based on Predictions About Relative Use," *Association for Consumer Research Conference*, Pittsburg, PA, October 2009.

Thompson, Debora V., Rebecca W. Hamilton, and Petia Petrova, "The Effects of Outcome and Process Thinking on Decision Difficulty," *Association for Consumer Research Conference*, Memphis, TN, October 2007.

Thompson, Debora V. and Michael Norton, "Conspicuous Consumption: Social Status from Feature Creep," Special session, *Association for Consumer Research Conference*, Memphis, TN, October 2007.

Thompson, Debora V. and Rebecca W. Hamilton, "The Effects of Consumers' Information Processing Modes on Their Reactions to Comparative Advertising," *Association for Consumer Research Conference*, Portland, OR, October 2004.

Thompson, Debora V., Rebecca W. Hamilton and Roland T Rust, "Feature Fatigue: When e-Service Capabilities Become Too Much of a Good Thing," *Frontiers in Services Conference*, University of Miami, Coral Gables, FL, October 2004.

Thompson, Debora V., Roland T. Rust and Jeffrey Rhoda, "Exploring the Impact of E-Government on Small Firms," *Proceedings of QUIS 9*, Karlstad, Sweden, June 2004.

Viana, Debora, Janet Wagner and Amy Smith, "E-Service Failures and Recoveries Experiences: Insights from Consumers," *Frontiers in Services Conference*, University of Maryland, MD, October 2003.

Viana, Debora, Roland T. Rust and Jeffrey Rhoda, "The Business Impact of e-Government for Small Firms," *Academy of Marketing Science Conference*, Washington D.C, May 2003.

Viana, Debora and Rebecca W. Hamilton, "High Intensity Comparative Advertising: Differences between Hedonic and Utilitarian Appeals," *Association for Consumer Research Conference*, Atlanta, GA, October 2002.

PROFESSIONAL SERVICE

Editorial Review Board:

Journal of Marketing (2007- present)

Journal of Consumer Psychology (2009-present)

Ad Hoc Reviewer:

Journal of Consumer Research

Journal of Marketing Research

Journal of the Academy of Marketing Science

Journal of Advertising

Journal of Interactive Marketing

Marketing Letters

Program Committee Member, Association for Consumer Research Conference – 2011, 2009

Reviewer, Academy of Marketing Science Mary Kay Dissertation Competition – 2009, 2008.

TEACHING EXPERIENCE

MARK 220 (Principles of Marketing – undergraduate marketing core course), McDonough School of Business, Georgetown University, Spring 2007/2008/2009, Fall 2009/2010.

BMGT 451 (Consumer Analysis – undergraduate marketing elective), Robert H. Smith School of Business, University of Maryland, Fall 2003 and Spring 2005.

INDUSTRY EXPERIENCE

Marketing Research Analyst, Center for Research in Business and Management, Federal University of Rio Grande do Sul, Porto Alegre, Brazil, March 1997- August 1999 and July 2000 - June 2001.

Marketing Research Analyst, Afispar Consultoria, Porto Alegre, Brazil, March 1996 - February 1997.

PROFESSIONAL AFFILIATIONS

American Marketing Association
Association for Consumer Research
Society for Consumer Psychology