Kevin D. Thomas

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EDUCATIONAL BACKGROUND

PhD in Advertising at University of Texas at Austin, May 2011
Dissertation: Consuming Manhood: Consumer culture & the identity projects of black and white millennial males
Advisor: Geraldine Henderson
MBA at California State Polytechnic University, Pomona, June 2005
Thesis: Entrepreneurs: Working with Spirit
Advisor: Sandra King-Kauanui
BBA in Marketing at Loyola Marymount University, Los Angeles, CA, May 2000

ACADEMIC EMPLOYMENT

University of Texas at Austin:
Advertising as Social Communication (Fall 2013)
Making Sense of the World through Ads (Fall 2012)
Consumer Insights (Summer 2012, 2013)
Integrated Communication Management (Summer 2011, Spring 2012, 2013)
Integrated Communication Campaigns (Fall 2011, 2012, Spring 2013)
Advertising and Popular Culture (Spring 2010, 2011)
Creativity and American Culture (Fall 2010)
Fundamentals of Advertising - Web based (Summer 2010)
Psychology of Advertising (Spring 2009, Fall 2013)

Huston-Tillotson University:
Introduction to Advertising (Fall 2009)
International Marketing (Spring 2009)
Marketing Research (Spring 2008)
Consumer Behavior (Fall 2007)

PROFESSIONAL EMPLOYMENT

Marketing Manager - Customer Relationship Management, Smart & Final Stores Corporation, Commerce, CA, Apr 2000 – Jul 2007
Marketing Coordinator, Alert Communications, Los Angeles, CA, Apr 1999 – Apr 2000
Management Trainee, Enterprise-Rent-A-Car, Pasadena, CA, May 1998 – Apr 1999

RESEARCH INTERESTS

Consumer behavior; Consumer culture theory; Multicultural advertising; Marketplace diversity and discrimination; Entrepreneurship as an instrument of spiritual expression and social justice

FUNDING & RESEARCH GRANTS

Community Transformation Grant – Sustainable Urban Agriculture & Community Gardens Program ($2,500), City of Austin/Travis County Health and Human Services Department, (June 2013), In support of research (Austin, TX)

Department Grant – Department of African and African Diaspora Studies ($1,000), University of Texas at Austin, (August 2012), In support of research (Austin, TX)

Research Grant – Center for African and African American Studies ($2,000), University of Texas at Austin, (September 2012), In support of research

Travel Grant - Center for African and African American Studies ($1,000), University of Texas at Austin, (June 2012), In support of professional development (London, England)

Department Grant – Center for Women's and Gender Studies ($2,000), University of Texas at Austin, (September 2011), In support of research and professional development

Department Grant – Department of African and African Diaspora Studies ($1,200), University of Texas at Austin, (May 2011), In support of fieldwork (Cape Town, South Africa)

Travel Grant – Center for African and African American Studies, Austin TX (May 2011), In support of fieldwork (Cape Town, South Africa)

CUEED Research Grant ($3,500), Center for Urban Entrepreneurship and Economic Development, Newark NJ, (December 2010), In support of dissertation research

Departmental Grant – Advertising ($2,000), University of Texas at Austin (September 2010), In support of dissertation research

PUBLICATIONS

Harrison, R. and **Thomas, K.D.**, (2013). Negotiating cultural ambiguity: A phenomenological study of multiracial identity and consumption, in Belk, R.W, Price, L., and Peñaloza, L. (Eds.) Research in Consumer Behavior: Consumer Culture Theory, Volume 15, Bingley, UK: Emerald Group Publishing Limited

Thomas, K.D., (2013). Endlessly creating myself: Examining marketplace inclusion through the lived experience of black and white male Millennials, *Journal of Public Policy and Marketing, 32 (Special Issue), 95-105.*

Thomas, K.D., (2013). Deconstructing hegemonic masculinity: Understanding representations of black and white manhood in print advertising, *Advertising and Society Review, 14 (2).*

Williams, J.D., Crockett, D., Harrison, R., and **Thomas, K.D.** (2012). Commercial marketing as a cultural influence on health disparities, Preventive Medicine, 55 (5), 382-386.

Kauanui, S. K., **Thomas, K. D.**, Sherman, C. L.**,** Rubens, A. (2011). Entrepreneurship and Spirituality, in Ozbilgin, M., Altman, Y., Miller, D., and Bournois, F. (Eds.) Handbook of Research in Religion and Spirituality at Work, London: Edward Elgar.

Kauanui, S.K., **Thomas, K.D.**, Rubens, A., Sherman, C. L. (2010). Entrepreneurship and spirituality: A comparative analysis of entrepreneurs' motivation. *Journal of Small Business & Entrepreneurship, 23 (4), 621-636.*

Kauanui, S.K., **Thomas, K.D.**, Sherman, C.L., Waters, G.R., Gilea, M. (2010). An exploration of entrepreneurship and play. *Journal of Organizational Change Management*, 23 (1).

Kauanui, S. K., **Thomas, K.D.**, Sherman, C. L., Waters, G. R., and Gilea, M. (2008) Exploring entrepreneurship through the lens of spirituality. *Journal of Management, Spirituality, and Religion*, 5(2), 160-189.

King-Kauanui, S.K., **Thomas, K.D.**, and Waters, G. R. (2005) Entrepreneurship and spirituality: Integration of spirituality into the workplace. *Journal of Management, Spirituality, and Religion,* 2 (2).

ONGOING RESEARCH:

Ekpo, A.E., Henderson, G.R., **Thomas, K.D.**, Riley, B.K., Haller, Z.Q., and Muñoz, I.I., "As worlds collide: A phenomenological inquiry into the role of marketing management in customer-to-customer interactions," Submitted – Under Review, Journal of Business Research.

Williams, A.C., and **Thomas, K.D.** "The mobilization of tele-colonialism: How marketing practices of global telco companies in Ghana impact ideas of self, community, and nation", in progress, drafting manuscript – targeting *Ethnic and Racial Studies* for November 2013 submission.

Harrison, R.L. and **Thomas, K.D.**, "Viewing the multiracial self through advertising," in progress, drafting manuscript – targeting *Journal Business Research* for December 2013 submission.

McDaniel, W.C. and **Thomas, K.D.**, "Ascension in down times: Incorporating marketing communication strategies into historically black churches," in progress, drafting manuscript – targeting *Journal of Business Research* for December 2013 submission.

Thomas, K.D., Henderson, G.R., Stewart, K.J., and "Identity elasticity: Marketing communication and possibilities of self," in progress, editing manuscript – targeting *Journal of Consumer Research* for January 2014 submission.

Thomas, K.D. and Williams, A.C., "Hegemony and discourse: Examining advertising industry diversification as a path to social justice," in progress, drafting manuscript – targeting *Journal of Consumer Culture* for February 2014 submission.

Thomas, K.D., "Targets: A multiethnic and cross-socioeconomic examination of alcohol advertising and consumer behavior," in progress, editing manuscript – targeting *Journal of Advertising Research* for March 2013 submission.

Henderson, G., **Thomas, K.D.**, Mitchell, N., "A discourse analysis of hip hop and its relationship to consumer culture", in progress, editing manuscript – targeting *Journal of Consumer Research* for March 2014 submission.

Thomas, K.D., and Matias, J., "Marketing a post-racial world to Millennials," in progress, editing manuscript – targeting *Consumption, Markets and Culture* for April 2014 submission.

ACADEMIC CONFERENCES

Harrison, R. and **Thomas, K.D.** (June 2013), "Negotiating cultural ambiguity: A phenomenological study of multiracial identity and consumption," Presented at the 2013 Consumer Culture Theory Conference, Tucson, AZ.

Thomas, K.D., Johnson, G., Venter, M., Stewart, K.J. (October 2012), "Style Reimagined: Exploring fashion and Identity among South African Smarteez," Presented at the 2012 Association for Consumer Research Conference, Vancouver, BC.

Thomas, K.D. and Williams, A.C. (June 2012), "Hegemony and discourse: Examining advertising industry diversification as a path to social justice," Presented at the 2012 Marketing and Public Policy Conference, Atlanta, GA.

Thomas, K.D. and Williams, A.C. (December 2011), "Animating the inanimate: A cross-cultural investigation into how possessions become part of the self among young males of the black diaspora," Presented at the 15th Cross Cultural Research Conference, Kona, HI.

Thomas, K.D., Williams, A.C., Harrison, D. (June 2011), "Producing black culture: An interdisciplinary exploration of blackness and media across the Americas," Presented at the Eleventh International Conference on Diversity in Organisations, Communities, and Nations in Cape Town, South Africa.

Thomas, K.D., Henderson, G.R., Mitchell, N. (July 2011), "Trick Daddy versus Big Willy: The Indexical versus Iconic Authenticity of Hip Hop Artistry," Presented at the Consumer Culture Theory Conference in Evanston, IL.

Thomas, K.D. (February 2011), "More than rhymes: How black millennial males construct Self and Community through the consumption of hip-hop music," Presented at the Western States Communication Association Convention in Monterey, CA.

Thomas, K.D. (July 2010), "Deconstructing masculinity: Understanding representations of black and white manhood in print advertising," Presented at the Academy of Marketing Science: 2010 Cultural Perspectives in Marketing Conference in Lille, France.

Kauanui, S.K., **Thomas, K.D.**, Sherman, C.L., and Rubens, A. (August 2009), "From broad to deep: Designing, creating, and implementing entrepreneurial & spirituality research," Presented at the Academy of Management Annual Meeting in Chicago, IL.

Thomas, K.D., Moon, J.H., Kwon, M.W., and Turner, R. (Aug 2009), "Rhymes for sale? A content analysis to determine the frequency of use and implementation methods of brand mentions in hip hop lyrics," Presented at Poster Session of the Association for Education in Journalism & Mass Communication Annual Convention in Boston, MA.

Thomas, K.D. (July 2009), "Selling swag: How marketing communication shapes perceptions of Black manhood," Presented at the Academy of Marketing Science 1st Biennial Doctoral Consortium in Oslo, Norway.

Kauanui, S. K., **Thomas, K. D.**, Sherman, C. L., Waters, G. R., and Gilea, M. (June 2008), "Entrepreneurship and spirituality: An exploration using grounded theory," Presented at the International Council for Small Business World Conference in Halifax, Nova Scotia ***Best Paper Award**.

Thomas, K.D. (June 2008), "Representations of Race & Culture: A content analysis of alcoholic beverage print advertisements," Presented at the Eighth International Conference on Diversity in Organisations, Communities, and Nations in Montreal, Canada.

Thomas, K.D. (January 2008), "Targets: A multiethnic and cross-socioeconomic examination of alcohol advertising and consumer behavior," Presented at the Academy of Marketing Science Cultural Perspectives in Marketing Conference in New Orleans, LA.

FELLOWSHIPS, HONORS, & AWARDS

College of Communication Summer Research Assignment (2013)
Center for Women's and Gender Studies Faculty Development Fellow (2011-2012)
Graduate School Continuing Fellowship (2010-2011)
Jesse H. Jones Endowed Centennial Fellowship (2009-2010)
Academy of Marketing Science Biennial Doctoral Consortium Fellowship (2009)
American Marketing Association Foundation Valuing Diversity Ph.D. Scholarship (2008)
ICSB World Conference Best Paper (2008)
Graduate School Diversity Recruitment Fellowship (2007-2008)

PROFESSIONAL MEMBERSHIPS

Academy of Management
Academy of Marketing Science
American Marketing Association
Association for Consumer Research
Consumer Culture Theory Consortium
The PhD Project

PUBLIC SERVICE

Co-Founder: Food for Black Thought
Co-Founder & Faculty Advisor: Black Media Council
Faculty Advisor: The National Society of Collegiate Scholars, UT-Austin Chapter
Public Speaker: Austin Recovery Center

REFERENCES:

Geraldine Rosa Henderson (Gerri), Ph.D. (Dissertation Chair)
Associate Professor, Supply Chain Management and Marketing Sciences Department (SCMMS)
Associate Research Director, The Center for Urban Entrepreneurship & Economic Development (CUEED)
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