

# MICHAEL THOMAS

Assistant Professor of Marketing – National University of Singapore

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## Education

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UNIVERSITY OF CHICAGO

*PhD, Business – Quantitative Marketing, 2017*

*Passed Economics Dept. Qual. Exams in Price Theory and Econometrics*

UNIVERSITY OF CHICAGO

*Master of Business Administration, 2013*

LONDON SCHOOL OF ECONOMICS

*Master of Science, Economics, 2009*

UNIVERSITY OF CALIFORNIA, DAVIS

*Bachelor of Science, Chemical/Biochemical Engineering, 1999*

## Research Interests

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PRIMARY: Quantitative Marketing, Advertising and Health-Related Behaviors, Applied Microeconomics, Industrial Organization

SECONDARY: Dynamic Programming, Machine Learning

## Papers

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### Published:

“WAS TELEVISION RESPONSIBLE FOR A NEW GENERATION OF SMOKERS?” *Journal of Consumer Research*. Volume 46, Issue 4, December 2019, Pages 689–707. DOI: [10.1093/jcr/ucz024](https://doi.org/10.1093/jcr/ucz024)

“SPILLOVERS FROM MASS ADVERTISING: AN IDENTIFICATION STRATEGY” *Marketing Science* 39, no. 4 (2020): 807–826. DOI: [10.1287/mksc.2019.1217](https://doi.org/10.1287/mksc.2019.1217)

**\*\* Finalist for the 2020 John D.C. Little Best Paper Award \*\***

**\*\* Finalist for the 2022 Frank M. Bass Dissertation Paper Award \*\***

## Work In Progress:

“THE INFLUENCE OF FACTS VERSUS PUFFERY: EVIDENCE FROM AIRBNB PROPERTY DESCRIPTIONS” [draft on SSRN](#)

“OPTIMAL TARGETING UNDER DYNAMIC INFORMATION”

“ADVERTISING CAPITAL IN BUSINESS-TO-BUSINESS” w/ Kirthi Kalyanam and Marcel Goic

“UNDERLYING CAUSE OF DEATH AND MENTAL WELL-BEING OF BEREAVED RELATIVES OVER TIME: CAUSAL EVIDENCE FROM INDIA” w/ Rohan Ray

## Professional Experience

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NATIONAL UNIVERSITY OF SINGAPORE

*Assistant Professor of Marketing, Sept 2021–Present*

SANTA CLARA UNIVERSITY

*Assistant Professor of Marketing, 2017–2021*

*Undergraduate and graduate courses in Marketing Analytics (in person and online formats)*

CHICAGO BOOTH SCHOOL OF BUSINESS

*Teaching Assistant for Pradeep Chintagunta, Marketing Strategy, 2015*

CHICAGO BOOTH SCHOOL OF BUSINESS

*Teaching Assistant for Kevin Murphy, Advanced Microeconomics, 2014*

UNIVERSITY OF CHICAGO, BECKER CENTER

*Research Assistant for Matthew Gentzkow and Jesse Shapiro, 2009–2011*

LONDON SCHOOL OF ECONOMICS, CENTER FOR ECONOMIC PERFORMANCE

*Research Assistant for Henry Overman, 2008–2009*

FORMFACTOR

*Senior Process Engineer, Livermore CA, 2001–2005*

CLOROX

*Scientist I / Scientist II, Pleasanton CA, 1999–2001*

## Professional Talks

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H2D2 Conference. University of Michigan — March 10, 2017. “TV and Smoking.”

Kellogg-Booth Student Symposium. Northwestern — April 28, 2017. “TV and Smoking.”

Quantitative Marketing and Economics Conference. Chicago Booth — Aug 24, 2018. “Mass Advertising.”

Marketing Science Conference. Online — June 13, 2020. “Persuasive Language.”