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Mukherjee, Ashesh, Seung Yun Lee, and **Thomas A. Burnham**, (2020) "The Effect of Others' Participation on Charitable Behavior: Moderating Role of Recipient Resource Scarcity," *Journal of Business Research*, 120, 213-228.

Choi, Laee and **Thomas A. Burnham** (2020), "Brand Reputation and Customer Voluntary Sharing Behavior: The Intervening Roles of Self-Expressive Brand Perceptions and Status Seeking," *Journal of Product & Brand Management*

**Burnham, Thomas A.** (2020), "I've Got an Idea! Exploring the Antecedents of Suggestion Sharing in Consumer Services," *Journal of Services Marketing*, 34 (4), 443-457.

**Burnham, Thomas A.**, and R. Bret Leary (2018), "Word of Mouth Opportunity: Why Recommendation Likelihood Overestimates Positive Word of Mouth," *Journal of Marketing Theory and Practice*, 26 (4), 368-389

**Burnham, Thomas A.**, Jean Jeon and Hongchao Zeng (2018), "Illegal Corporate Bribery: The Pressure to 'Make-Do' and Achieve Goals," *Journal of Marketing Theory and Practice*, 26 (3), 246-259

**Burnham, Thomas A.**, and Jeff Wong (2018), "F

**RESEARCH IN PROGRESS** (active manuscripts)

**Burnham, Thomas A.**, and Mark Packard, “Purposeful Absorptive Capacity: A Typology of Marketing Customer Knowledge Uses” (preparing for submission to *Journal of the Academy of Marketing Science*)

**RECENT CONFERENCE PRESENTATIONS & PROCEEDINGS**

**Burnham, Thomas A.**, (February 2020), “Characterizing Consumer Suggestion Sharing,” American Marketing Association conference, San Diego, CA.

**Burnham, Thomas A.**, (February 2019), “The Drivers of Consumer Suggestion Sharing,” American

- Member, UNR College Curriculum Committee (2017 - 2018)
- Business plan competition judge: Sontag competitions (2014 - 2020)