

## **Thomas Martin Key**

### **Education**

PhD, Business Administration, Southern Illinois University (2008-2012)

Master of Arts, Socio-Cultural Anthropology, Southern Illinois University (2000-2003)

Bachelor of Arts, Anthropology, Southern Illinois University (1998-2000)

### **Professional Experience**

Associate Dean of Strategic Initiatives (*interim*) College of Business, University of Colorado Colorado Springs (2021-present)

Associate Professor of Digital Strategy & Marketing University of Colorado Colorado Springs (2020-present)

Assistant Professor of Marketing, University of Colorado Colorado Springs (2014-2020)

Assistant Professor of Marketing, St. John Fisher College (2012-2014)

President/CEO, Key Industries, Inc. (2003-2009)

### **Refereed Publications**

Key, T.M., Keel, A.L., Czaplewski, A.J., & Olson, E.M. (*forthcoming 2021*), “Brand Activism Change Agents: Strategic Storytelling for Impact and Authenticity.” *Journal of Strategic Marketing*, <https://doi.org/10.1080/0965254X.2021.1904435>

Key, T.M. & Duening, T.N. (*forthcoming 2021*), “Strategic Entrepreneurial Storytelling: An Applied Framework for Better Pitches.” *Contemporary Management Research*,

Sukle, M., Schultz, D, Czaplewski, A., & Key, T.M. (*forthcoming 2021*), “Colorado Marijuana Countermarketing for Youth: Don’t Be a Lab Rat Campaign.” *Journal of Advertising Research*,

Olson, Eric M., Kai M. Olson, Andrew J. Czaplewski, & Thomas Martin Key (2021), “Business Strategy and the Management of Digital Marketing” *Business Horizons*, 64(2), 285-293. <https://doi.org/10.1016/j.bushor.2020.12.004>

Key, T.M., Terry Clark, OC Ferrell, David Stewart, & Leyland Pitt (2020), “Marketing’s Theoretical and Conceptual Value Proposition: Opportunities to Address Marketing’s Influence.” *AMS Review*, <https://doi.org/10.1007/s13162-020-00176-7>

Key, T.M., Challagalla, G. Information transparency as competitive advantage: research approaches to platform ecosystem design and competition. *AMS Review*, 10 (1-2), 145-147. <https://doi.org/10.1007/s13162-020-00172-x>

Key, Thomas M. & Astrid Keel (2019), "How Executives Talk: Exploring Marketing Executive Value Articulation with Computerized Text Analysis" *European Journal of Marketing*, 54 (3), 546-569. <https://doi.org/10.1108/EJM-01-2019-0105>

Key, Thomas M., Andrew Czaplewski, & Jeff Ferguson (2019), "Preparing Workplace Ready Students with Digital Marketing Skills," *Marketing Education Review*, 29 (2), 131-135. <https://doi.org/10.1080/10528008.2019.1610331>

Key, Thomas M., Carol Azab, & Terry Clark (2019), "Embedded Ethics: How Complex Systems and Structures Guide Ethical Outcomes," *Business Horizons*, 62 (3), 327-36. <https://doi.org/10.1016/j.bushor.2019.01.011>

Blair, Amanda, Thomas M. Key, & Matthew Wilson (2019), "Crowdsourcing to Manage Service Gaps in Service Networks," *Journal of Business and Industrial Marketing*, 34(7), 1497-1505. <https://doi.org/10.1108/JBIM-12-2018-0387>

Key, Thomas M. (2017) "Domains of Digital Marketing Channels in the Sharing Economy," *Journal of Marketing Channels*, 24 (1-2), 27-38. <https://doi.org/10.1080/1046669X.2017.1346977> **Over 3500 Downloads**

Key, Thomas M. & Andrew Czaplewski, (2017), "Upstream Social-Marketing Strategy: An Integrated Marketing Communications Approach," *Business Horizons*. 60 (3). <https://doi.org/10.1016/j.bushor.2017.01.006> **Business Horizons Best Article Award 2017 Nominee**

Azab, Carol, Thomas M. Key, & Terry Clark, (2017) "Country Market Sequential Order-of-Entry: A Learning Effects Approach," *Journal of Global Marketing*, 30 (4), 210-227. <https://doi.org/10.1080/08911762.2016.1261977>

Clark, Terry, Thomas M. Key, Monica Hodis, & Daniel Rajaratnam, (2014) "The Intellectual Ecology of Mainstream Marketing Research: An Inquiry into the Place of Marketing in the Family of Business Disciplines," *Journal of the Academy of Marketing Science*, 42 (3), 223-241. <https://doi.org/10.1007/s11747-013-0362-5> **Journal of the Academy of Marketing Science Paper of the Year 2014**

Key, Thomas M., Robert Boostrom, Mavis Adjei, & David Campbell, (2013), "Watch Out: Themes in Timepiece Communities of Counterfeit Consumption," *Journal of Consumer Behaviour*, 12 (4), 307-317. <https://doi.org/10.1002/cb.1431>

## **Book Chapters**

Clark, Terry & Thomas M. Key (2019), "I am Standing; No, I don't Use Grecian Formula; No, I'm not an International Grad Student: An Essay in Appreciation of Jag Sheth," in Handbook of Marketing Advances in an Era of Disruptions: Essays in Honor of Jagdish Sheth. Atul Parvatiyar and Rajendra Sisodia editors, Sage Publications.

Czaplewski, Andrew, Thomas M. Key, and James Van Scotter (2016), "The Role of Positive Organizational Behavior in Building a World-Class Service Organization" in The Positive Organization: Applications and Practices. T.N. Duening, editor, Business Expert Press.

Clark, Terry and Thomas M. Key (2011), "A Marvel and Wonder: Shelby Hunt's Contributions to Marketing" in Marketing Legends, Volume 7, Marketing Management and Strategy: Philosophy of Science Foundations of Marketing. Rajan Varadarajan, editor, Sage Publications.

## **Presentations**

Key, Thomas M. (2019), "Digital Data, Security, and Platform Design: Is Marketing the Problem or Solution?" Academy of Marketing Science Special Session.

Key, Thomas M. (2019), "How Does Marketing Fit in the World? Questions of Discipline Expertise, Scope, and Insight," Academy of Marketing Science Special Session.

Key, Thomas M. (2019), "The Future of Marketing Education," Marketing Management Association Special Session..

Key, Thomas M. (2018), "Does Marketing Have the Right Answers? Questions of Growth, Measurement, Insight, and Heart," Academy of Marketing Science Special Session.

Key, Thomas M. (2017), "Marketing's Point-of-View: Narrative Influence within the Firm," Academy of Marketing Science Special Session.

Key, Thomas M. (2017), "Marketing's Theoretical and Conceptual Value Proposition," Academy of Marketing Science Special Session.

Key, Thomas M. (2016), "Pathways to Relevance: Paradigms and C-suite Significance for the Modern CMO," American Marketing Association Special Session.

Key, Thomas M. (2016), "Narrative as Method: Using Narrative Theory to Inform Qualitative Research," Academy of Marketing Science Special Session.

Key, Thomas M. (2016), "Is the Marketing Function Influential or Not? We Should Really Be the Ones to Know!" Academy of Marketing Science Special Session.

Key, Thomas M. (2015), "A New Era in Marketing's Strategic Influence," Academy of Marketing Science Special Session.

Key, Thomas M. (2014), "Where/How Does Marketing Fit? What is Marketing's Place in the Firm and within the Family Business Disciplines?" Academy of Marketing Special Session.

Azab, Carol and Thomas M. Key (2012), "Towards a Better Understanding of Service Outcomes: The Impact of the Discrepancies between Should and Will Expectations," Society of Marketing Advances.

Key, Thomas M. (2011), "Industrial Brand Equity, Brand Synergy, and the Decision to Partner" Marketing Management Association.

Key, Thomas M. (2011) "Strategic Entrepreneurial Storytelling: Building Stories for the Big Pitch" voted **Best in Track** Marketing Management Association.

Key, Thomas M. (2011) "Communities of Counterfeit Consumption: An Exploratory Analysis" Association of Marketing Theory & Practice.

### **Selected Working Papers**

"Marketing's Theoretical and Conceptual Value Proposition: Opportunities to Address Marketing's Influence." with Terry Clark, OC Ferrell, Leyland Pitt, and David Stewart. R&R *AMS Review*.

"Marketing and Corporate Governance: The Case for Marketing's Centrality," with Terry Clark, Carol Azab, and Matthew Rendleman. Theoretical/Conceptual. Under Review *Journal of the Academy of Marketing Science*.

"The Role of Marketing Within the Firm," with Bernard Jaworski and Manjit Yadav. Currently collecting data in the form of qualitative interviews with senior marketing executives and consultants. Qualitative/Theoretical/Conceptual. Targeting the *Journal of Marketing*.

"The Mobile Marketing and Cybersecurity Interface." Manuscript being written with co-authors. Theoretical/Conceptual. Targeting *Journal of Business Research*.

"Conceptual Mechanisms for Realizing Growth in the Context of Digital Business." Currently writing manuscript. Theoretical/Conceptual. Targeting the *AMS Review*.

"Marketing's Competition for Influence: Expertise Point of View and Narrative Impact," with Terry Clark. Final stages of manuscript preparation. Theoretical/Conceptual. Targeting the *AMS Review*.

"Strategic Entrepreneurial Storytelling: Pitch Lessons from Shark Tank and an Arizona Angel Investor Group" with Tom Duening. Under Review *Contemporary Management Research* Theoretical/Conceptual.

"Digital Addiction and the Firm: How and When Managers Should Take Action" with Astrid Keel and Leyland Pitt. Currently writing manuscript. Theoretical/Conceptual. Targeting *Business Horizons*.

"The Importance of Theory and Conceptual Work and Marketing's Influence in the Firm" Currently planning manuscript and finalizing co-author team. Targeting *AMS Review*.

## **Courses Taught**

Digital Business Strategy and Growth (Graduate, Undergraduate)

Digital Marketing and Social Media Strategy (Graduate, Undergraduate)

Digital Marketing and Social Media Strategy *Online* (Graduate, Undergraduate)

Integrated Marketing Communications (Graduate, Undergraduate)

Integrated Marketing Communications *Online* (Graduate, Undergraduate)

Marketing Strategy (Graduate, Undergraduate)

Marketing Research (Undergraduate)

Strategic Management *Hybrid* (Undergraduate)

## **Recognitions**

2019 University of Colorado Excellence in Leadership Program

2019 Cybersecurity Fellow Recipient

2017 Outstanding Teacher Award

2017 Outstanding Faculty Member Award Finalist

2017 Business Horizons Best Paper Award Finalist

2015 Daniels Ethics Fellow Recipient

2014 Sheth Foundation Paper of the Year from the Journal of Academy of Marketing Science

2014 Master Teacher Certification

2011 AMA Sheth Consortium Fellow

2011 SMA Consortium Fellow

## **Professional Organizations**

American Marketing Association

Academy of Marketing Science

Marketing Science Institute

## **Service**

Faculty Assembly Representative (2017-Present)

Teaching with Technology Committee (2014-present)

Navigate Committee (2015-present)

FCQ Task Force Committee (2019)

College of Business Dean Search Committee (2019)

College of Business Search Committee (2015) for Financial Officer

MS&IB Search Committee (2014) for NTT Marketing Instructor

MS&IB Search Committee (2016) for NTT Marketing Instructor

Reviewer for Marketing Education Review (2019)

Reviewer for Journal of Service Management (2019)

Reviewer for Journal of Business Research (2019)

Reviewer for European Journal of Marketing (2019)

Reviewer for AMS Review (2016-Present)

Reviewer for Academy of Marketing Science (2014-present)