

J. JASON BELL

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University of Oxford • Saïd Business School
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POSITIONS

Postdoctoral Research Fellow Saïd Business School, University of Oxford	July 2018 to present
Associate Scholar Saïd Business School, University of Oxford	Ongoing

EDUCATION

Ph.D. in Business Administration – Marketing University of Iowa	2018
Master of Science in Economics University of Iowa	2012
Bachelor of Science in Economics Brigham Young University	2010

RESEARCH INTERESTS

Econometric modeling, New Product Development, computational creativity, Bayesian econometrics, machine learning applications in marketing

WORKING PAPERS

Bell, J. Jason, Christian Pescher, and Gerard Tellis. “Is Creativity Purely Random? Humans vs. Machines for Idea Screening in Crowdsourcing Contests”
Preparing for submission to Marketing Science. Target submission date: August 1, 2019.

Bell, J. Jason and Thomas S. Gruca. “Hardware Manufacturer Ownership of Software Distribution Platforms: Strategy, Profits and Consumer Welfare”
Under Review at Marketing Science

Bell, J. Jason, Sanghak Lee, and Gary J. Russell. “Choosing How to Consider: Attribute Selection for Consideration Set Formation”
Preparing for submission to Marketing Science

Bell, J. Jason, Sanghak Lee, and Thomas S. Gruca. “Reaching Rural Heart Patients: A Spatial Allocation Game with Competition”
Preparing for submission to Marketing Science

WORK IN PROGRESS

Bell, J. Jason, Rhonda Hadi and Andrew Stephen. “False Learning from Large Gains: The Downside of Atypical Success in Crowdfunding”
Results complete, preparing manuscript, intended for Journal of Marketing Research.

Thomaz, Felipe, J. Jason Bell, Andrew Stephen and Yakov Bart. “The Honeymoon Effect: the Rise and Fall of Mobile Advertising Effectiveness”

Final analysis in progress, intended for Journal of Marketing.

Efremova, Natalia, J. Jason Bell, Felipe Thomaz and Andrew Stephen. “Balancing Brand Strategy with Short Term Sales: A Meta-model of Advertising”

Data collected, refining methods.

Brooks, Gillian, J. Jason Bell and Andrew Stephen. “Influencer Life Cycles on YouTube”

Some preliminary results. Further data collection in progress. Intended for Journal of Consumer Research.

PRESENTATIONS

“Is Creativity Purely Random? Humans vs. Machines for Idea Screening in Crowdsourcing Contests,” ISMS Marketing Science Conference, Rome, Italy, June 2019

“Choosing How to Consider: Attribute Selection for Consideration Set Formation,” ISMS Marketing Science Conference, Los Angeles, CA, June 2017

“Reaching Rural Heart Patients: A Spatial Allocation Game with Competition,” ISMS Marketing Science Conference, Baltimore, MD, June 2015

AWARDS AND HONORS

Associate Scholar, Saïd Business School, University of Oxford. Ongoing affiliation allowing for data access through the Future of Marketing Initiative and coverage under NDAs.

Sheth Fellow, University of Iowa, 2017

Paul D. Converse Symposium, University of Illinois at Urbana-Champaign, 2016

Graduate College Post-Comprehensive Research Award, University of Iowa, Fall 2016

Ponder Summer Fellowship, University of Iowa, 2014 - 2016

TEACHING INTERESTS

Marketing Analytics, Marketing Research, Product Management

TEACHING EXPERIENCE

Head Teaching Assistant

Fall 2016 – 2018

Introduction to Marketing Strategy

- Managed seven other TAs
- Proofread and influenced test design

Co-Instructor (11 semesters)

Fall 2010 – 2018

Introduction to Marketing Strategy

- Led weekly discussion sections
- Teaching evaluations: 4.4/6.0, Fall 2015; 4.8/6.0, Fall 2016

Money, Banking and Financial Markets

- Led weekly discussion sections, explained problem sets
- Occasionally gave main lecture to roughly 200 students

Statistics for Strategy Problems

- Led weekly discussion sections, explained problem sets

REFERENCES

Andrew Stephen

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Gerard Tellis

Neely Chair in American Enterprise, Professor of Marketing
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Thomas S. Gruca

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Fred M. Feinberg

Joseph Handleman Professor of Marketing
University of Michigan
Ross School of Business
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PROFESSIONAL EXPERIENCE

Financial Services Department, Brigham Young University

July 2008 - May 2010

Auditor

- Conducted transaction audits

WORKSHOPS

Workshop on Quantitative Marketing and Structural Econometrics, Northwestern University, 2015

Workshop on Quantitative Marketing and Structural Econometrics, Duke University, 2013

TECHNICAL SKILLS

Computer Languages/Software

R, Python, Stata, C++, C, Latex,
HTML, CSS, Matlab

Tools

Git, spaCy, BeautifulSoup, Selenium

Proficiencies

Natural language processing, web scraping,
data mining