

J. JASON BELL

+44 7999.724.833 • jason.bell@sbs.ox.ac.uk • www.jjasonbell.xyz
University of Oxford • Saïd Business School
E2.06 Park End Lane • Oxford, UK OX1 1HP

POSITIONS

Postdoctoral Research Fellow
University of Oxford

July 2018 to present

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 marketing, computational creativity, creativity in advertising

WORKING PAPERS

Bell, J. Jason and Thomas S. Gruca “Hardware and Software Integration in Two-Sided Markets”
Under Review at Marketing Science

Bell, J. Jason, Sanghak Lee, and Gary J. Russell, “An Empirical Model of Screening Rule Choice”
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 the American Economic Review.

WORK IN PROGRESS

Bart, Yakov, J. Jason Bell, Andrew Stephen and Felipe Thomaz “Winners are Not Always Grinners: The Downside of Atypical Success in Crowdfunding”
Results Complete, Preparing manuscript

Bell, J. Jason, Christian Pescher, and Gerard Tellis “Is Creativity Purely Random? Humans vs. Machines for Idea Screening in Crowdsourcing Contests”
Results Complete, Preparing manuscript

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

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

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

PRESENTATIONS

“An Empirical Model of Screening Rule Choice,” ISMS Marketing Science Conference, Los Angeles, CA, June 2017

“An Empirical Model of Screening Rule Choice,” Haring Doctoral Symposium, Bloomington, IN, April 2017

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

AWARDS AND HONORS

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 and Pricing Management, Marketing Strategy

TEACHING EXPERIENCE

Head Teaching Assistant	Fall 2016 – 2018
--------------------------------	------------------

Introduction to Marketing Strategy

- Managed seven other TAs
- Collaborated on assignment design
- 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

L'Oréal Professor of Marketing
University of Oxford
Saïd Business School
Oxford, UK OX1 1HP
Email: andrew.stephen@sbs.ox.ac.uk

Felipe Thomaz

Associate Professor of Marketing
University of Oxford
Saïd Business School
Oxford, UK OX1 1HP
Email: felipe.thomaz@sbs.ox.ac.uk

Thomas S. Gruca

Professor and Faculty Director, MBA Marketing Career Academy
University of Iowa
Tippie College of Business
Iowa City, IA 52242
Email: thomas-gruca@uiowa.edu
Phone: 319.335.0946

Fred M. Feinberg

Joseph Handleman Professor of Marketing
University of Michigan
Ross School of Business
Ann Arbor, MI 48109
Email: feinf@umich.edu
Phone: 734.764.4711

Gerard Tellis

Neely Chair in American Enterprise, Professor of Marketing
University of Southern California
Marshall School of Business
Los Angeles, CA 90089
Email: tellis@usc.edu
Phone: 213.740.5031

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, GitHub, spaCy, BeautifulSoup

Proficiencies

Natural language processing,
basic machine learning, web scraping,
data mining