

J. Jason Bell

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Education

Ph.D. Candidate in Marketing, The University of Iowa, Expected 2018.

M.A. Economics, The University of Iowa, 2012.

B.S. Economics, Brigham Young University, 2010.

Employment

Head Teaching Assistant, Marketing Strategy, September 2016–present.

Teaching Assistant, 2011–present.

Institute for Economic Research, Research Assistant, 2011–2014.

Research

Research Interests: Consideration Sets, Econometric Modeling, Machine Learning.

Working Papers

1. Bell, J. J., S. Lee and G. Russell. ‘Screening Rule Choice.’
2. Bell, J. J., S. Lee and T. Gruca. ‘Reaching Rural Heart Patients: A Spatial Allocation Game with Competition.’
3. Bell, J. J. and T. Gruca. ‘Software and Hardware Integration in Two-Sided Markets.’

Work in Progress

4. Bell, J. J., J. Kwon, D. Nayakankuppam and D. Ventura. ‘A Human and Computer Hybrid Intelligence System for Product Generation.’

Seminar and Conference Presentations

2015: ‘Reaching Rural Heart Patients: A Spatial Allocation Game with Competition’. Marketing Science Conference

Teaching

The University of Iowa

Introduction to Marketing Strategy: 2013–present, teaching assistant.

Financial Macroeconomics: 2012–2013, teaching assistant.

Statistics for Business Strategy: 2010–2012, teaching assistant.

Miscellaneous

Programming Languages: R, Matlab, L^AT_EX, Python, Stata, C++, C.

Skills: Data Mining, Web Scraping, Machine Learning.

Last updated: October 11, 2016