

J. JASON BELL

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University of Oxford • Saïd Business School
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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 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 Choose: 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 the American Economic Review

WORK IN PROGRESS

Bell, J. Jason, Rhonda Hadi and Andrew Stephen. “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

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”

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
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Felipe Thomaz

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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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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, spaCy, BeautifulSoup, Selenium

Proficiencies

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