

# J. JASON BELL

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University of Oxford • Saïd Business School  
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## POSITIONS

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

## EDUCATION

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

## RESEARCH INTERESTS

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Econometric modeling, new product development, computational creativity, Bayesian econometrics, machine learning applications in marketing

## WORKING PAPERS

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

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

Bell, J. Jason, Christian Pescher, and Gerard Tellis. “Is Creativity Purely Random? Testing Alternate Algorithms for Idea Screening in Crowdsourcing Contests”  
*Preparing for submission to Marketing Science by November, 2019.*

Bell, J. Jason, Sanghak Lee, and Thomas S. Gruca. “Reaching Rural Heart Patients: A Spatial Allocation Game with Competition”  
*Preparing for submission to Management Science by December, 2019*

## WORK IN PROGRESS

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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.*

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.*

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.*

## PRESENTATIONS

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“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

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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

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Marketing Analytics, Marketing Research, Product Management

## TEACHING EXPERIENCE

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### 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

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**Andrew Stephen**

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

**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

**Thomas S. Gruca**

Professor and Faculty Director, MBA Marketing Career Academy  
University of Iowa  
Tippie College of Business  
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**Felipe Thomaz**

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**Fred M. Feinberg**

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

## PROFESSIONAL EXPERIENCE

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**Financial Services Department, Brigham Young University**

July 2008 - May 2010

Auditor

- Conducted transaction audits

## WORKSHOPS

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

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

## TECHNICAL SKILLS

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**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