

MORGAN RHODES BALE

LeBow College of Business
Drexel University
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EDUCATION

Ph.D. Drexel University <i>Marketing</i>	(expected) 2024
M.S. Purdue University <i>Economics</i>	2019
B.S. Brigham Young University <i>Economics</i>	2017

RESEARCH INTERESTS

Substantive: consumer loyalty, brand equity, retailing, advertising, CPG, digital marketing

Methodological: bayesian models, causal inference, synthetic controls, DID, machine learning

DOCTORAL DISSERTATION

“Measuring the Interrelationships between Consumers, Brands, and Retailers using Bayesian Models”

Committee: Elea Feit (advisor), Eric Bradlow, Jeff Dotson, Michaela Draganska, Jillian Hmurovic

WORKS IN PROGRESS

“A Bayesian Dynamic Linear Model for Brand Equity” with Elea Feit and Eric Bradlow,
drafting paper

“An Empirical Generalization of the Effects of Category Captainship” with Jeffrey Dotson, Marc Dotson, and Cameron Bale, *data analysis stage*

PRESENTATIONS

A Bayesian Dynamic Linear Model for Brand Equity

- Marketing Science Conference, June 2022 and June 2023
- Invited Talk: Brigham Young University, March 2023

TEACHING

Data-Driven Digital Marketing (3.66/4)

Fall 2021, Winter 2022, Spring 2022

Instructor, Drexel University

Introduction to Marketing Management Recitation (3.56/4)

Winter 2021, Spring 2021

Instructor, Drexel University

AWARDS

Dragon Fellowship, Drexel University

Fall 2019-present

SELECTED COURSEWORK

Statistics for Economics

Fall 2019

Econometrics I

Winter 2020

Applied Bayesian Analysis

Spring 2020

Applied Microeconometrics

Spring 2020

Models of Consumers and Firms Decisions

Spring 2020

Machine Learning

Spring 2021