

# Marc Dotson

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## Employment

<i>Assistant Professor of Marketing</i> Brigham Young University	August 2016-Present Provo, UT
<i>Statistical Analyst</i> The Modellers	August 2010-July 2012 Salt Lake City, UT
<i>Research Associate</i> The Modellers	January-August 2010 Salt Lake City, UT

## Education

Ph.D., The Ohio State University Quantitative Marketing	2016
M.Sc. <i>with Merit</i> , The London School of Economics & Political Science International Political Economy	2009
B.S. <i>Summa Cum Laude</i> , Southern Utah University Political Science with Minors in Mathematics and Journalism	2008

## Teaching

Brigham Young University	
Marketing Analytics	Fall 2016, Winter 2017-2018, 2020-2023
Quantitative Marketing Pre-PhD Seminar	Fall 2019, Winter 2021-2023
MBA Marketing Analytics	Fall 2019
Marketing Research	Fall 2016-2018
The Ohio State University	
Bayesian Statistics Seminar Teaching Assistant	Winter 2014
Marketing Research	Summer 2013-2014

## Published Papers

- Chaudhry, Suparna, Marc Dotson, and Andrew Heiss (2021), "Who Cares About Crackdowns? Exploring the Role of Trust in Individual Philanthropy." *Global Policy* 12: 45-58.
- Dotson, Marc, Joachim Büschken, and Greg M. Allenby (2020), "Explaining Preference Heterogeneity with Mixed Membership Modeling." *Marketing Science*, vol. 39, no. 2, pp. 407-426.
- Aribarg, Anocha, Thomas Otter, Daniel Zantedeschi, Greg Allenby, Taylor Bentley, David Curry, Marc Dotson, Ty Henderson, Elisabeth Honka, Rajeev Kohli, Kamel Jedidi, Stephan Seiler, and Xin Wang (2018), "Advancing Non-Compensatory Choice Models in Marketing." *Customer Needs and Solutions*, 5(1-2), 82-92.

## Working Papers

“Why Donors Donate: Disentangling Organizational and Structural Heuristics for International Philanthropy,” with Andrew Heiss and Suparna Chaudhry, under review at *Nonprofit and Voluntary Sector Quarterly*.

“Text Analysis of Marketing Language in Financial Earnings Call Transcripts,” with Carly Fox, William Rose, Jim Mourey, and Ryan Elder.

## Work in Progress

“Clever Randomization and Ensembling Strategies for Accommodating Multiple Data Pathologies in Conjoint Studies,” with Jeffrey P. Dotson and Roger A. Bailey.

“Choice Sets of Size One,” with John Howell and Jeffrey P. Dotson.

“An Empirical Generalization of the Effects of Category Captainship,” with Morgan Bale, Jeffrey P. Dotson, Yasin Alan, and Mumin Kurtulus.

## Conference Proceedings

Dotson, Jeffrey P., John Howell, Marc R. Dotson, and Craig Lutz (2023), “Swipe Right on Simplicity: On the Statistical, Psychological, and Practical Viability of Choice Sets of Size One.” *2023 Analytics & Insights Summit Proceedings*.

Johnson, Paul and Marc R. Dotson (2021), “Informing Preference Heterogeneity with Stated Preferences or Passive Geolocation.” *2021 Sawtooth Software Conference Proceedings*.

Dotson, Jeffrey P., Marc R. Dotson, and Roger A. Bailey (2018), “Accommodating Multiple Data Pathologies in Conjoint Studies via Clever Randomization and Ensembling Strategies.” *2018 Sawtooth Software Conference Proceedings*.

Dotson, Marc R., Roger A. Bailey, and Greg M. Allenby (2018), “Product Relevance and Non-Compensatory Choice.” *2018 Sawtooth Software Conference Proceedings*.

Dotson, Marc R., Joachim Büschken and Greg M. Allenby (2016), “Explaining Preference Heterogeneity with Mixed Membership Modeling.” *2016 Sawtooth Software Conference Proceedings*.

Dotson, Marc R. and Greg M. Allenby (2015), “The Unreliability of Stated Preferences When Needs and Wants Don’t Match.” *2015 Sawtooth Software Conference Proceedings*.

## Presentations

“Conjoint and Bayesian Inference”

- Utah State University, November 2023

“Quarto Questions”

- Utah County R User Group, October 2022

“Text Analysis of Marketing Language in Financial Earnings Call Transcripts”

- Text Analysis Seminar, Utah State University, October 2022
- Southern Utah University, September 2022
- Utah State University, September 2022

“Clever Randomization and Ensembling Strategies for Accommodating Multiple Data Pathologies in Conjoint Studies”

- Utah State University, November 2023
- Marketing Science Conference, June 2020
- HEC Paris, October 2019
- U-Y Symposium, Brigham Young University, April 2019
- Southern Utah University, April 2019

“Informing Preference Heterogeneity with Stated Preferences or Passive Geolocation”

- AMA Advanced Research Techniques Forum, June 2019

“Product Relevance and Non-Compensatory Choice”

- University College London, June 2018
- European Marketing Academy Conference, May 2018
- Sawtooth Software Conference, March 2018
- 10th Triennial Invitational Choice Symposium, May 2016
- Department of Marketing and Logistics at The Ohio State University, April 2016

“A Tidy Approach to Text Analysis in R”

- HEC Paris, October 2019
- AMA Advanced Research Techniques Forum, June 2019
- AMA Advanced Research Techniques Forum, June 2018

“An Introduction to R”

- HEC Paris, October 2019
- AMA Advanced Research Techniques Forum, June 2019
- BYU Marketing Association, March 2019
- AMA Advanced Research Techniques Forum, June 2018
- BYU Marketing Association, February 2018
- AMA Advanced Research Techniques Forum, June 2017
- BYU Analytics Boot Camp, April 2017

“Explaining Preference Heterogeneity with Mixed Membership Modeling”

- U-Y Symposium, University of Utah, September 2017
- Joint Statistical Meetings, August 2017
- Marketing Science Conference, June 2017
- Product and Service Innovation Conference, February 2017
- Sawtooth Software Conference, September 2016
- University at Buffalo, School of Management, November 2015
- Brigham Young University, Marriott School of Management, September 2015
- The Ohio State University, Fisher College of Business, July 2015

“An Extended Model of Brand Choice: Incorporating Product Relevance and Perceived Efficacy”

- Sawtooth Software Conference, March 2015
- Department of Marketing and Logistics at The Ohio State University, August 2014
- Haring Doctoral Symposium at Indiana University, April 2014
- Statistics, Psychology, and Marketing Seminar Series at The Ohio State University, March 2014

**Service**

Utah County R User Group Organizer	2019-2022
AMA Advanced Research Techniques Forum Program Committee	2017

**Awards**

Marketing and Global Supply Chain Outstanding Teacher, Brigham Young University	2021
Marketing and Global Supply Chain Outstanding Researcher, Brigham Young University	2020
MEG Grant, Brigham Young University	2017
P&G Market Analysis Fellowship	2015-2016
Haring Doctoral Symposium Fellow	2014
Workshop on Quantitative Marketing and Structural Econometrics Student Fellow	2013
Mittelstaedt Doctoral Symposium Fellow	2013, 2015
Alpha Chi National Honor Society Robert W. Sledge Fellowship	2008-2009

**Professional Affiliations**

American Marketing Association  
INFORMS  
American Statistical Association