

## Jeffrey P. Dotson

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Marriott School of Management  
Brigham Young University  
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### Academic Employment

Brigham Young University, Marriott School of Business  
*Associate Professor of Marketing*  
June 2013 - Present

Vanderbilt University, Owen Graduate School of Management  
*Assistant Professor of Marketing*  
July 2009 - May 2013

### Education

Ph.D., 2009, The Ohio State University  
*Marketing*

M.Stat., 2005, University of Utah  
*Statistics*

M.B.A., 2003, University of Utah  
*Finance & Financial Accounting*

B.S., 2002, Southern Utah University  
*Economics*

### Published Papers

1. Dotson, Jeffrey P., John Howell, Thomas Otter, Peter Lenk, Jeff Brazell, Steve MacEachern, and Greg Allenby (2018), "A Probit Model with Structured Covariance for Similarity Effects and Source of Volume Calculations." *Journal of Marketing Research*, 55(1), 35-47.
2. Dotson, Jeffrey P., Roger Bailey, and Marc R. Dotson (2018), "Clever Randomization and Ensembling Strategies for Accommodating Multiple Data Pathologies in Conjoint Studies," *2018 Sawtooth Software Conference Proceedings*.
3. Chandukala, Sandeep, Jeffrey P. Dotson and Qing Liu (2017), "Maximizing the Short and Long Term Impact of In-Store Sampling." *Journal of Retailing*, 93(4), 493-506.
4. Alan, Yasin, Jeffrey P. Dotson and Mumin Kurtulus (2017), "On the Competitive and Collaborative Implications of Category Captainship." *Journal of Marketing*, 81(4), 127-143.
5. Dotson, Jeffrey P., Elea Feit, Jeffrey Oldham, Rachel Fan, and Yi-hsin Yeh (2017), "When do people search for brands? Brand Attitudes and Search Engine Queries." *Journal of Interactive Marketing*, 37(1), 105-116.

6. Mackey, Tyson B., Jay B. Barney and Jeffrey P. Dotson (2017), "Corporate Diversification and the Value of Individual Firms: A Bayesian Approach." *Strategic Management Journal*, 38(2), 322-341.
7. Liu, Qing, Jeffrey P. Dotson, Sandeep Chandukala, and Stefan Conrady (2014) "Exploring the Relationship Between Online Search and Offline Sales for Better 'Nowcasting'," *Customer Needs and Solutions*, 1(3), 1-12.
8. Kurtulus, Mumin, Sezer Ulku, Jeffrey P. Dotson, and Alper Nakkas (2014) "The Impact of Category Captainship on the Breadth and Appeal of a Retailer's Assortment," *Journal of Retailing*, 90(3), 379-392.
9. Nandialath, Anup, Jeffrey P. Dotson, and Rudolphe Durand (2014) "A Structural Approach to Handling Endogeneity in Strategic Management: The Case of the RBV," *European Management Review*, 11(1), 47-62.
10. Lee, Jake and Jeffrey P. Dotson (2013) "A Simulation Based Evaluation of the Properties of Anchored Max-Diff: Strengths, Limitations, and Recommendations for Practice," *2013 Sawtooth Software Conference Proceedings*.
11. Dotson, Jeffrey P., Jeffrey Larson, and Mark Ratchford (2012), "Maximizing Purchase Conversion by Minimizing Choice Deferral: Examining the Impact of Choice Set Design on Preference for the No-Choice Alternative," *2012 Sawtooth Software Conference Proceedings*.
12. Chandukala, Sandeep, Jeffrey P. Dotson, Jeff D. Brazell, and Greg M. Allenby (2011), "Bayesian Analysis of Hierarchical Effects," *Marketing Science*, 30(1), 123-133.
13. Dotson, Jeffrey P. and Greg M. Allenby (2010), "Investigating the Strategic Influence of Customer and Employee Satisfaction on Firm Financial Performance," *Marketing Science*, 29(5), 895-908.
14. Dotson, Jeffrey P., Joseph Retzer, and Greg Allenby (2008), "Non-Normal Simultaneous Regression Models for Customer Linkage Analysis," *Quantitative Marketing and Economics*, 6(3), 257-277.

### **Other Miscellaneous Publications**

15. Dotson, Jeffrey P., (2010), "Investigating the Strategic Influence of Customer Satisfaction on Firm Financial Performance," in Allenby, G.M. and Rossi, P.E. (eds), *Bayesian Analysis in Marketing: A breakthrough in customer analytics, The Marketing & Management Collection*, Henry Stewart Talks Ltd, London (on-line at <http://hstalks.com/>).

### **Working Papers**

16. "Maximizing Wealth and Happiness: Improving Investor Decisions Through Improved Affective Forecasting," with Karthik Easwar, Pat West, and Sang Hak Lee.
17. "Controlling for Styling and Other "Complex Attributes" in Consumer Choice Models," with Elea Feit, Mark Beltramo, and Randy Smith.
18. "Principles or Templates? The Role of Human Capital In Cross-Border Knowledge Transfer," with Shad Morris and Jim Oldroyd. Under 2<sup>nd</sup> Rounds Review at *Strategic Management Journal*

19. “Contaminated Control Variables in 2SLS Models,” with Rob Shonlau.
20. “What Are They Thinking? Using Conjoint Analysis to Understand Decision Making,” with Chris Silvia.
21. “When the Team Gets Picked For You: The Assignment of Collaborative Partners in Mandated Networks,” with Chris Silvia.
22. “Examining the Impact of Choice Set Design on Preference for the No-Choice Alternative,” with Jeff Larson and Mark Ratchford.
23. “Sustainability and Consumer Valuations for Reusable Products,” with Darron Billeter.
24. “Clever Randomization and Ensembling Strategies for Accommodating Multiple Data Pathologies in Conjoint Studies,” with Marc Dotson, Derek Miller and Roger Bailey.

### **Work in Progress**

25. “Modeling Managerial Risk Aversion in Models of Simultaneous Demand and Supply,” with John Howell.
26. “Disentangling Learning from Fatigue in Conjoint Studies,” with Jeff Jenkins, Roger Bailey and Marc Dotson.
27. “Does Category Captainship Work,” with Yasin Alan and Mumin Kurtulus. Collecting data.
28. “Counting the Cockroaches in the Walls: Inferring the Diffusion and Severity of Service Failure from Non-Random Samples,” with Marc Dotson, Roger Bailey and Adam Smith.
29. “Measuring Attitudes with Images,” with Marc Dotson.

### **Presentations**

#### **“Bayesian Statistics Professional Development Workshop: How to Conduct and Publish High-Quality Bayesian Studies”**

- Academy of Management, August 2018, Chicago, IL

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

- EMAC Conference, May 2018, Glasgow, Scotland
- Sawtooth Software Conference, March 2018, Orlando, FL

#### **“Advances in Discrete Choice Experimentation and Modeling”**

- EMAC Conference, May 2018, Glasgow, Scotland
  - \* Special session organizer and chair
- ASA Joint Statistical Meetings, August 2017, Baltimore, MD
  - \* Special session organizer and chair

**“Analytics for Business Decisions: An Introduction to Modern Theory, Tools and Techniques”**

- HEC Paris, October 2017

**“Examining the Impact of Choice Set Design on Preference for the No-Choice Alternative”**

- University College London (UCL), October 2017
- HEC Paris, October 2017
- EMAC Conference, May 2017
- U-Y Symposium, May 2015
- INFORMS Marketing Science Conference, June 2014
- Vanderbilt University, Owen Graduate School of Management, March 2012
- Sawtooth Software Conference, March 2012
- Brigham Young University, Marriott School of Management, March 2012

**“An Introduction to Bayesian Statistics”**

- AMA Advanced Research Techniques Forum, June 2017, Co-presented with Elea Feit
- Sawtooth Software Conference, September 2016
- AMA Advanced Research Techniques Forum, June 2016, Co-presented with Elea Feit
- AMA Advanced Research Techniques Forum, June 2015, Co-presented with Elea Feit
- Sawtooth Software Conference, March 2015
- University of Utah Strategy Doctoral Seminar, November 2014
- AMA Advanced Research Techniques Forum, June 2014, Co-presented with Elea Feit

**“An Introduction to Market Segmentation”**

- Instructional Design and Learning Community, June 2015
- Intersect Conference, March 2015

**“An Empirical Examination of the Competitive and Collaborative Implications of Category Captainship”**

- Product and Service Innovations Conference (PSI), February 2016
- Penn State University, February 2015
- U-Y Symposium, May 2014

**“Controlling for Styling and Other Complex, Non-Verbal Attributes In Choice Models”**

- Product and Service Innovations Conference (PSI), February 2014

**“Investigating the Dynamic Impact of Advertising Through Online Search and Offline Sales”**

- Vanderbilt University, Owen Graduate School of Management, March 2011
- AMA Advanced Research Techniques (ART) Forum, Co-presented with Stefan Conrady, June 2011
- INFORMS Marketing Science Conference, June 2011

**“Modeling Mediating and Hierarchical Effects of Advertising”**

- AMA Advanced Research Techniques (ART) Forum, Co-presented with Jeff Brazell, June 2010

**“A Probit Model with Structured Covariance for Similarity Effects and Source of Volume Calculations”**

- Vanderbilt University, Department of Biostatistics, October 2009
- Vanderbilt University, Owen Graduate School of Management, October 2009
- Sawtooth Software - Turbo CBC Conference, Anaheim, CA, October 2009
- AMA Advanced Research Techniques (ART) Forum, British Columbia, Canada, June 2009
  - \* Winner Best Paper Award
- Ohio State University, Fisher College of Business, April 2009
- Ohio State University, Statistics, Psychology and Marketing (SPAM) Seminar Series, December 2008

**“Advanced Theory and Applications of Discrete Choice Models”**

- 2013 AMA Advanced Research Techniques (ART) Forum, Chicago, IL, June 2013
- 2012 AMA Advanced Research Techniques (ART) Forum, Seattle, WA, June 2012
- 2011 AMA Advanced Research Techniques (ART) Forum, Palm Springs, CA, June 2011
- 2009 Sawtooth Software Conference - Invited Tutorial, Del Rey Beach, FL, March 2009 (co-taught with Elea Feit and John Howell)

**“Investigating the Strategic Influence of Satisfaction on Firm Financial Performance”**

- University of Wisconsin - Madison, School of Business, March 2010
- Brigham Young University, Marriott School of Management, November 2008
- University of Iowa, Tippie School of Business, October 2008
- INSEAD Fontainebleau Campus, Marketing Group, October 2008
- Vanderbilt University, Owen Graduate School of Management, October 2008
- Harvard Business School, September 2008
- University of Southern California, Marshall School of Business, September 2008
- Ohio State University, Fisher College of Business, May 2008
- Ohio State University, Statistics, Psychology and Marketing (SPAM) Seminar Series, May 2008
- Indiana University, Kelly School of Business, Harring Symposium, April 2008

**“A Simultaneous Quantile Regression Model for Customer Linkage Analysis”**

- American Statistical Association Joint Statistical Meetings, August 2007
- AMA Advanced Research Techniques (ART) Forum, Co-presented with Joe Retzer, June 2007
  - \* Runner-up Best Paper Award
- Ohio State University, Department of Marketing and Logistics Services Camp, April 2007
- Ohio State University, Statistics, Psychology and Marketing (SPAM) Seminar Series, March 2007
- Ohio State University, Fisher College of Business, December 2006

**Teaching Experience**

- Quantitative Methods (EMBA)
- Advanced Marketing Analytics A & B (MBA)
- Pricing Strategies (MBA)
- An Introduction to Marketing Analytics (MBA)
- Survey Research (MBA)
- Customer Relationship Management (MBA)
- Marketing Research (Undergraduate)
- Teaching Assistant, Bayesian Statistics and Marketing (Ph.D.)
- Teaching Assistant, Introduction to Marketing (Undergrad)

## Professional Experience

Adivinate <i>Advisory Board Member</i>	Provo, UT 2015-present
Advantage Sales & Marketing <i>Senior Analyst/Category Manager</i>	Salt Lake City, UT 2003-2005
Provo Postal Credit Union <i>Vice Chairman - Board of Directors</i>	Provo, UT 2002-2005
Zions First National Bank <i>Financial Services Representative/Supervisor</i>	Cedar City, UT 1999-2002

## Service

BYU Marketing Group Leader (2018-)  
Marriott School College Curriculum Committee Member (2018-)  
Marriott School Experiential Learning Oversight Committee Member (2018-)  
BYU Analytics Learn-Do-Become Founder and Program Director (2014-)  
BYU Marketing Lab Interim Director (2018-)  
BYU Marketing Lab Advisory Committee and Interim Director (2018-)  
ART Forum Organizing Committee (2017-)  
BYU MBA Product Management Society Advisor (2018-)  
EMAC Job Market Workshop Mentor, Glasgow, Scotland (May 2018)  
BYU MBA Analytics Club Advisor (2016-2018)  
Program Chair for the "Statistics in Marketing" Section of the American Statistical Association (2016-2017)  
ART Forum Program Committee (2011, 2013)  
Sawtooth Software Case Competition Organizing Committee (2015, 2016)  
Ad Hoc Reviewer for Management Science, Marketing Science, Journal of Interactive Marketing, Journal of Marketing Research, Journal of Consumer Research, Quantitative Marketing and Economics

## Honors and Awards

2018-2020 Mentored Environment (MEG) Grant - Measuring Attitudes with Images  
Best Researcher Award, BYU Marriott School Department of Marketing and Global Supply Chain Management (2016, 2017)  
Don and Arda Jean Christensen Fellowship (2014-2019)  
Haring Symposium Fellow (2007, 2008)  
INFORMS Doctoral Consortium Fellow, 2006  
Davidson Doctoral Fellowship, Fisher College of Business, The Ohio State University, 2005-2009

## **Professional Affiliations**

INFORMS

American Marketing Association

American Statistical Association

European Marketing Academy