Jeffrey P. Dotson

Marriott School of Business
Brigham Young University
664 TNRB
Provo, UT 84602

Cell Phone: (801) 636-0735
Office Phone: (801) 422-1659
jeff.dotson@byu.edu
github.com/jeff-dotson

Academic Appointments

Brigham Young University, Marriott School of Business
- William F. Edwards Professor of Marketing, 2022-Present
- Professor of Marketing, 2020-2022
- Christensen Family Fellow, 2014-2022
- Marketing Area Leader, 2018-2020
- Associate Professor of Marketing, 2013-2020

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

Oxford University, Exeter College and Saïd School of Business
- Visiting Fellow, January - August 2020

Education

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

M.S., 2005, University of Utah
Statistics

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

B.S., 2002, Southern Utah University
Economics

Published Papers

Oldroyd, James B., Shad S. Morris, and Jeffrey P. Dotson (2019), "Principles or Templates? The Antecedents and Performance Effects of Cross-Border Knowledge Transfer." *Strategic Management Journal*, 40(13), 2191-2213.

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.

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*.

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.

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.

Dotson, Jeffrey P., Elea Feit, Jeffrey Oldham, Rachel Fan, and Yi-hsin Yeh (2017), "Brand Attitudes and Search Engine Queries." *Journal of Interactive Marketing*, 37(1), 105-116.

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.

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.

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.

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.

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*.

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*.

Chandukala, Sandeep, Jeffrey P. Dotson, Jeff D. Brazell, and Greg M. Allenby (2011), "Bayesian Analysis of Hierarchical Effects," *Marketing Science*, 30(1), 123-133.

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.

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

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/`).

Patents

Dotson, Jeff, Andrew Watanabe, Joshua Mortensen, and Juan Rodriguez. "Methods and systems of assessing and managing information security risks in a computer system." U.S. Patent 10,592,675, issued March 17, 2020.

Rodriguez, Juan C., Jeffrey Dotson, and Nicholas Sorensen. "Systems and methods for proactively responding to vendor security assessments." U.S. Patent Application 16/572,002, filed March 19, 2020.

Working Papers

"On the Relative Effectiveness of Prospecting vs. Retargeting: Evidence from a Geography-Based Field Experiment," with Jeff Larson. Under review at the *Management Science*.

"Good Practices for Determining Bayesian Priors in Management Research," with Andreas Schwab, William H. Starbuck, and Mark Hansen. Revision requested at *Organizational Research Methods*.

"Controlling for Styling and Other "Complex Attributes" in Consumer Choice Models," with Elea Feit, Mark Beltramo, and Randy Smith. Revision requested at *Journal of Marketing Research*.

"Designing Delicious: A Field Study Examination of Factors Driving Food Advertising Effectiveness," with Ryan Elder, Gina Slejko, and Ariane Le Port. Under review at the *Journal of Consumer Research*.

"Phantom Attributes: Unpacking Product Perceptions," with Jason Bell. Under review at the *Journal of Consumer Research*.

"When the Team Gets Picked For You: The Assignment of Collaborative Partners in Mandated Networks," with Chris Silvia.

"Examining the Impact of Choice Set Design on Preference for the No-Choice Alternative," with Jeff Larson and Mark Ratchford.

"Accommodating Multiple Data Pathologies in Conjoint Studies through Randomization and Ensembling," with Marc Dotson and Roger Bailey.

"What Are They Thinking? Using Conjoint Analysis to Understand Decision Making in the Third Sector," with Chris Silvia, Eva Witesman, and Curtis Child.

"Swipe Right on Simplicity: Examining the Theoretical and Practical Viability of Choice Sets of Size 1," with Marc Dotson, John Howell, and Craig Lutz.

"Sustainability and Product Reuse: An Empirical Investigation of into the Factors Influencing the Frequency of Product Reuse," with Darron Billeter.

Work in Progress

"Valuing Style in AI Generated Art," with Jason Bell and David Schweidel.

"Image Unpacking: Assessing, Interpreting, and Optimizing the Impact of Images in Digital Advertising," with Jason Bell.

"Modeling Managerial Risk Aversion in Models of Simultaneous Demand and Supply," with John Howell.

"Disentangling Learning from Fatigue in Conjoint Studies," with Jeff Jenkins, Roger Bailey and Marc Dotson.

"Does Category Captainship Work?," with Yasin Alan, Mumin Kurtulus, Marc Dotson, Morgan Bale and Cameron Bale.

Presentations

"Unpacking Brand and Price Perceptions"

– Sawtooth Software Turbo CBC Event, April 2021, San Antonio, TX

"Github and R Markdown for Research Productivity, Transparency, and Reproducibility"

– Tilburg University, February 2020, Tilburg, Netherlands
– Tutorial material available at: `https://github.com/jeff-dotson/tilburg-training`

"Controlling for Styling and Other Complex, Non-Verbal Attributes In Choice Models"

– Tilburg University, February 2020, Tilburg, Netherlands
– Product and Service Innovations Conference (PSI), February 2014

"Bayesian Statistics Professional Development Workshop: How to Conduct and Publish High-Quality Bayesian Studies"

– Academy of Management, August 2020, Online
– Academy of Management, August 2019, Boston, MA
– Academy of Management, August 2018, Chicago, IL

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

– ASA Joint Statistical Meetings, August 2021, Seattle, WA
– Sawtooth Software Turbo CBC Event, April 2021, San Antonion, TX
– Southern Utah University, April 2019, Cedar City, UT

- 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, Paris, France

"Examining the Impact of Choice Set Design on Preference for the No-Choice Alternative"

- Oxford University Said School of Business, May 2022, Oxford, UK
- University College London (UCL), October 2017, London, UK
- HEC Paris, October 2017, Paris, France
- EMAC Conference, May 2017, Groningen, Netherlands
- U-Y Symposium, May 2015, Salt Lake City, UT
- INFORMS Marketing Science Conference, June 2014, Atlanta, GA
- 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

"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

Healthcare Analytics (EMBA) - University of Colorado-Denver

Business Analytics Core (MBA)

Quantitative Methods Core (EMBA)

Advanced Marketing Analytics A & B (MBA)

Pricing Strategies (MBA)

Introduction to Marketing Analytics (MBA)

Survey Research Methods (MBA)

Customer Relationship Management (MBA)

Marketing Research (Undergraduate)

Teaching Assistant, Bayesian Statistics and Marketing (Ph.D.)

Teaching Assistant, Introduction to Marketing (Undergraduate)

Professional Experience

Hall & Partners   Salt Lake City, UT
Academic Advisory Board Member   2020-present

Adivinate   Provo, UT
Advisory Board Member   2015-present

Advantage Sales & Marketing   Salt Lake City, UT
Senior Analyst/Category Manager   2003-2005

Provo Postal Credit Union   Provo, UT
Vice Chairman - Board of Directors   2002-2005

Zions First National Bank   Cedar City, UT
Financial Services Representative/Supervisor   1999-2002

Miscellaneous Consulting Work: General Mills, General Motors, Google, Nissan, Marriott, The Gap, Traeger Grills, Qualtrics, Microsoft, Homie, Owlet, Entrata, Adobe, Whistic, Bouchard, Advantage Sales & Marketing, Cambridge Group, Mission Measurement, Department of Defense, ZeroRez, Chatbooks, Visible Equity, Purple Mattress, Subaru, Clean Eighty, MEATER

University Service

BYU Marketing Group Leader (2018-2020)

Investment Committee, MBA Venture Capital Fund (Cougar Capital) (2020-Present)

BYU Marriott School Minors Committee Member (2019-Present)

Marriott School Experiential Learning Oversight Committee (2018-Present)

BYU Marketing Lab Advisory Board (2018-Present)

Marriott School College Curriculum Committee Member (2018-2019)

BYU MBA Product Management Association Advisor (2018-Present)

BYU Analytics Learn-Do-Become Program Founder and Director (2014-2019)

BYU Marketing Lab Director (2018-2019)

BYU MBA Analytics Club Advisor (2016-2018)

Professional Service

Advanced Research Techniques (ART) Forum Conference Chair (2019) - Hosted at BYU

Advanced Research Techniques (ART) Forum Organizing Committee (2017-2020)

Advanced Research Techniques (ART) Forum Program Committee (2011, 2013, 2020)

EMAC Job Market Workshop Mentor, Hamburg, Germany (May 2019)

EMAC Job Market Workshop Mentor, Glasgow, Scotland (May 2018)

Program Chair for the "Statistics in Marketing" Section of the American Statistical Association (2016-2017)

Sawtooth Software Case Competition Organizing Committee (2015-2019)

Ad Hoc Reviewer for: Management Science, Marketing Science, Journal of Interactive Marketing, Journal of Marketing Research, Journal of Consumer Research, Quantitative Marketing and Economics, Journal of Services Research

Honors and Awards

2022 Marriott School Integrity in Action Award

2018-2020 Mentored Environment (MEG) Grant ($20k grant) - Measuring Attitudes with Images

Best Citizen Award, BYU Marriott School Department of Marketing and Global Supply Chain Management (2021)

Best Researcher Award, BYU Marriott School Department of Marketing and Global Supply Chain Management (2016, 2017)

Christensen Family Fellow (2014-2021)

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