

Marc R. 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 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

Published Papers

Anocha Aribarg, 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.

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*.

Working Papers

“Explaining Preference Heterogeneity with Mixed Membership Modeling,” with Joachim Büschken and Greg M. Allenby. Revising for fourth-round review at *Marketing Science*.

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

“Product Relevance and Non-Compensatory Choice,” with Roger A. Bailey and Greg M. Allenby.

Work in Progress

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

“Counting the Cockroaches in the Walls: Assessing the Severity and Diffusion of Service Failures Through Social Chatter,” with Adam Smith, Jeffrey P. Dotson, and Roger A. Bailey.

“Identifying the Drivers of Individual NGO Donations using Tradeoff Analysis,” with Andrew Heiss and Suparna Chaudhry.

“Dynamically Assessing Respondent Quality in Conjoint Studies,” with Jeffrey P. Dotson, Jeff Jenkins, and Roger A. Bailey.

“Hierarchical Bayesian Choice Model Estimation at Scale,” with Derek Miller and Leonhard Kehl.

“Random Forest Choice Modeling,” with Jeffrey P. Dotson and Roger A. Bailey.

“Validating Market Segmentation Solutions,” with Jeffrey P. Dotson.

Presentations

“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”

- AMA Advanced Research Techniques Forum, June 2018

“An Introduction to R”

- 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”

- The 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

Teaching

Marketing Research at Brigham Young University	Fall 2016, 2017, 2018
Marketing Analytics at Brigham Young University	Fall 2016, Winter 2017, 2018
Teaching Assistant, Bayesian Statistics Seminar at The Ohio State University	Winter 2014
Marketing Research at The Ohio State University	Summer 2013, Summer 2014

Service

AMA Advanced Research Techniques Forum Program Committee	2017
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Awards

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