
Dr. Roger A. Bailey
Director, Full-Time MBA Program
Assistant Clinical Professor of Marketing
Fisher College of Business

Office Phone: (614) 292 – 6265

E-mail: bailey.1117@osu.edu

APPOINTMENTS

<u>Academic Director, Full-Time MBA Program</u> Ohio State University Fisher College of Business	August 2020 – <i>Present</i>
<u>Assistant Clinical Professor of Marketing</u> Ohio State University Fisher College of Business	August 2019 – <i>Present</i>
<u>Co-Director, Full-Time MBA Program</u> Ohio State University Fisher College of Business	June 2018 – August 2020
<u>Director, Undergraduate Honors Immersion Program</u> Ohio State University Fisher College of Business	May 2016 – June 2018
<u>Senior Lecturer of Marketing</u> Ohio State University Fisher College of Business	May 2016 – August 2019
<u>Visiting Assistant Professor of Marketing</u> Ohio State University Fisher College of Business	August 2013 – May 2016

TEACHING EXPERIENCE

<u>The Ohio State University</u> Undergraduate Courses:	Fall 2013–Present Marketing Research, Honors Research, Honors Seminar, Market Analysis and Forecasting
Graduate Courses:	Managerial Economics, Marketing Research, Pricing Analytics, Pricing Strategy, Time-Series and Forecasting, Project Management
<u>Vanderbilt University</u> Undergraduate Courses:	Summer 2010–12, Fall/Spring 2012 Intermediate Microeconomics, Economic Statistics
Graduate Courses:	Mathematics for Economics (mini-course)
<u>Northern Arizona University</u> Undergraduate Courses:	June 2006 –August 2007 Finite Mathematics, Applied Statistics, Pre-Calculus, Calculus I, Calculus II.

EDUCATION

<u>Doctor of Philosophy in Economics</u> Vanderbilt University	Graduated 2013
<u>Master of Science in Mathematics</u> Northern Arizona University	Graduated 2006 (with Distinction)
<u>Bachelor of Science in Mathematics (Physics Minor)</u> Northern Arizona University	Graduated 2004 (Summa Cum Laude)

RESEARCH

Published Work:

“Kim, D.S., Bailey, R.A., Hardt, N., Allenby, G.M. (2016). Benefit-Based Conjoint Analysis. Marketing Science.

Presentations:

“Examining the No-Choice Option in Conjoint Analysis,” with Greg Allenby, Sawtooth Software Conference, August 2019.

“Product Relevance and Non-Compensatory Choice,” with Marc Dotson, Sawtooth Software Conference, March 2018

“Task-Level Error Scale Modeling using Tracking Data” Joint Statistical Meetings, Contributed Session, July 2017

Working Papers:

“Combining Data on Multiple Screening Rules,” with Marc Dotson and Greg Allenby

“Estimating Demand for Health Related Product Characteristics using Proxy Variables for Consumer Health Conscientiousness,” with P.J. Glandon.

“Signaling Product Attributes with Costly Verification by Polarized Consumers”

Work In Progress:

“Randomization and Ensembling Strategies for Accommodating Multiple Data Pathologies in Conjoint Studies” with Jeffery Dotson and Marc Dotson.

“Dynamically Assessing Respondent Quality in Conjoint Studies,” with Jeffery Dotson and Marc Dotson.

AWARDS & HONORS

Outstanding FT MBA Core Faculty Award, Fisher College of Business 2021

Daniel Westerbeck Graduate Teaching Award, Fisher College of Business 2020

Harold Sterling Vanderbilt Fellowship 2007-2012

Arthur & Catherine Adel Graduate Mathematics Scholarship (NAU), 2004-2005

Outstanding Senior in Mathematics Award (NAU), 2004

Dubois Foundation Scholarship, 2001-2006

Raytheon Scholarship for Mathematics and Physics, 2003-2004

Joseph Mutter Award for Mathematics (NAU), 2002-2003

Junior Slipper Award for Physics (NAU), 2002-2003
