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**Dr. Roger A. Bailey**  
Co-Director, Full-Time MBA Program  
Senior Lecturer of Marketing  
Fisher College of Business

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## 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)

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## TEACHING EXPERIENCE

<u>The Ohio State University</u> Undergraduate Courses:  Graduate Courses:	Fall 2013–Present Marketing Research, Honors Research, Honors Seminar, Market Analysis and Forecasting Managerial Economics, Marketing Simulation, Pricing Strategy
<u>Vanderbilt University</u> Undergraduate Courses: Graduate Courses:	Summer 2010–12, Fall/Spring 2012 Intermediate Micro Theory, Economic Statistics 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.

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## APPOINTMENTS

<u>Co-Director, Full-Time MBA Program</u> Ohio State University Fisher College of Business	June 2018 – <i>Present</i>
<u>Director, 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 – <i>Present</i>
<u>Visiting Assistant Professor of Marketing</u> Ohio State University Fisher College of Business	August 2013 – May 2016
<u>Lecturer of Mathematics</u> Northern Arizona University	June 2006 – August 2007

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## RESEARCH

### Published Works:

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

### Presentations:

“Product Relevance and Non-Compensatory Choice,” Sawtooth Software Conference, Contributed Session, March 2018

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

“Contextual Utility Aggregation,” Fisher College of Business Research Lab, September 2015

### 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:

“Examining the No-Choice Option in Conjoint Analysis” with Maggie Chwalek and Greg Allenby

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

“Counting the Cockroaches in the Walls: Assessing the Severity of Services Failures Through Social Chatter,” with Jeffery Dotson, Marc Dotson, and Adam Smith.

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

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## AWARDS & HONORS

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

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