

## Jeffrey P. Dotson

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Fisher College of Business  
The Ohio State University  
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### Academic Appointments

The Ohio State University, Fisher College of Business  
- Associate Professor of Marketing, 2024-present

Brigham Young University, Marriott School of Business  
- William F. Edwards Professor of Marketing, 2022-2024  
- Professor of Marketing, 2020-2022  
- Christensen Faculty Fellow, 2014-2022  
- Associate Professor of Marketing, 2013-2020  
- Marketing Area Leader, 2018-2020

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

University of Colorado - Denver  
- Lecturer - Executive MBA in Health Administration, 2022-present

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

Elder, Ryan, Gina Slejko, Jeffrey P. Dotson, and Ariane Le Port (2024), "Designing Delicious: An Examination of Creative Attributes Driving Food, Beverage, and Restaurant Advertising Effectiveness," forthcoming at the *Journal of Advertising Research*.

Mackey, Tyson and Jeffrey P. Dotson (2024) "Bayesian Statistics in Management Research: Theory, Applications, and Opportunities," *Oxford Research Encyclopedia of Management*, .

Da, Longcaho, Porter Jenkins, Trevor Schwantes, Jeffrey P. Dotson, and Hua Wei (2024), "Probabilistic Offline Policy Ranking with Approximate Bayesian Inference," *Proceedings of the 2024 AAAI Conference on Artificial Intelligence*, 38(18), 20,370-20,378.

- Dotson, Jeffrey P., John Howell, Marc Dotson, and Craig Lutz (2023), "Swipe Right on Simplicity: Examining the Theoretical and Practical Viability of Choice Sets of Size 1," *2023 Sawtooth Software Analytics and Insights Conference Proceedings*.
- 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 *Journal of Interactive Marketing*.

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

"Generative AI and Artists: Consumer Preferences for Style and Fair Compensation," with Jason Bell, David Schweidel, and Wen Wang. Under review at *Journal of Consumer Research*.

"Flexible Heteroscedastic Count Regression with Deep Double Poisson Networks," with Spencer Young, Porter Jenkins, Longchao Da, and Hua Wei. Under review at *NeurIPS 2024*.

"Modeling Intentional and Unintentional Perceptual Spillovers in Product Design and Positioning," with Jason Bell.

"Good Practices for Determining Bayesian Priors in Management Research," with Andreas Schwab, William H. Starbuck, and Mark Hansen.

"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.

"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.

"Contaminated Control Variables in 2SLS Models," with Rob Shonlau and Asad Dossani.

“A Model for Individual-Variant Choice Sets,” with Yichen Wang, Sandeep Chandukala, and Ernst Osinga.

“Creating Experimental Stimuli with Generative AI,” with Roger Bailey, Jason Bell, and Brendon Rhodes.

### **Work in Progress**

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

“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**

#### **“Optimizing Pricing in Restaurants”**

- Restaurantology Summit, October 2024, Salt Lake City, UT

#### **“Creating Experimental Stimuli with Generative AI”**

- Ohio State University, September 2024, Columbus, OH
- Sawtooth Software Analytics and Insights Conference, May 2024, San Antonio, TX

#### **“Generative AI and Artists: Consumer Preferences for Style and Fair Compensation”**

- Product and Service Innovations (PSI) Conference, February 2024, Park City, UT
- Ohio State University, November 2023, Columbus, OH
- BYU MKTGSCM Seminar Series, October 2023, Provo, UT

#### **“Swipe Right on Simplicity: On the Theoretical and Practical Viability of Choice Sets of Size One”**

- Sawtooth Software Analytics and Insights Conference, April 2023, Barcelona, Spain

#### **“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 Annual Meeting, August 2023, Boston, MA
- Academy of Management Annual Meeting, August 2020, Online
- Academy of Management Annual Meeting, August 2019, Boston, MA
- Academy of Management Annual Meeting, 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 Antonio, 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

Software Product Marketing (Undergraduate Honors)  
Generative Artificial Intelligence for Marketing Productivity (Undergraduate)  
Healthcare Analytics (Healthcare 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

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

**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, Manly Bands, The Savory Fund, Pincho

## University Service

Ohio State Quant Marketing Hiring Committee (2024)  
Ohio State Marketing Doctoral Committee (2024-Present)  
BYU Marketing Group Leader (2018-2020)  
Investment Committee, MBA Venture Capital Fund (Cougar Capital) (2020-2024)  
BYU Marriott School Minors Committee Member (2019-2024)  
Marriott School Experiential Learning Oversight Committee (2018-2024)  
BYU Marketing Lab Advisory Board (2018-2024)  
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, Copenhagen, Denmark (May 2023)  
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

## Doctoral Dissertation Committees

Roger Bailey (Economics) - Vanderbilt University, 2013  
Morgan Bales (Marketing) - Drexel University, 2024  
Yichen Wang (Marketing) - Singapore Management University - 2025 (expected)



## **Honors and Awards**

Best Teacher Award, BYU Marriott School Department of Marketing and Global Supply Chain Management (2023)

2022 BYU Marriott School Integrity in Action Award

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

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

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

Christensen Family Fellow (2014-2022)

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