

# BEN B. BECK

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## I. ACADEMIC EMPLOYMENT

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June 2023 to present	Brigham Young University, Marriott School of Business Assistant Professor of Marketing
2018 to 2023	Brigham Young University – Idaho Online Adjunct Instructor, Marketing Department

## II. EDUCATION

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2023	Ph.D., Pennsylvania State University Smeal College of Business, Marketing
2017	M.B.A., Brigham Young University
2009	B.S., University of Utah Major: Business Information Systems

## III. RESEARCH

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### **RESEARCH INTERESTS**

**Substantive:** online trust, analytics, better marketing for a better world, customer journey, consumer and firm well-being, digital marketing, martech, WOM  
**Methodological:** attribution modeling, causal inference, machine learning

### **PUBLICATIONS**

1. Beck, Ben B., Petersen, J. Andrew and Venkatesan, Rajkumar (2021), “Multichannel Data-driven Attribution Models: A Review and Research Agenda”. *Review of Marketing Research: Marketing Accountability for Marketing and Non-marketing Outcomes* (18).
2. Beck, Ben B., Wuyts, Stefan and Jap, Sandy (2024), “Guardians of Trust: How Review Platforms Can Fight Fakery and Build Trust” — *Journal of Marketing Research*, 61 (4), 682-699

## ***WORKING PAPERS***

3. Lutfeali, Samina, Huang, Szu-Chi, Giuffredi-Kahr, Andrea, King, Angela, Charis, Li, Villaester, C.J., Allred, Nathan, Beck, Ben B., Zhou, Luying, Saulitis, Andris, Tetik, Ozlem, Yang, Haiyang, Gizem, Ceylan, Sevilla, Tisha, “Motivating Collective Action: An Open-Submission, Globally-Crowdsourced, Large-Scale Field Experiment” – under review at the Journal of Experimental Psychology: General.
4. Beck, Ben B., Petersen, J. Andrew, Liechty, John C. and Venkatesan, Rajkumar, “Protecting Consumer Privacy While Understanding the Customer with Bayesian Vector Auto-Regression Variable Selection” — (in preparation for submission)
5. Pearson, Christian, Beck, Ben B., “Effects of Revenue Tracking for Small Businesses in Emerging Markets” – (finalizing manuscript; targeting submission at the Journal of the Association of Consumer Research in Spring 2025)
6. Beck, Ben B., Alred, Nate, Schmid, Franziska, Wuyts, Stefan and Money, Bruce, “SMBs as a Force for Good: Influencing Gender Equality Norms in Emerging Markets” — (Early stages of manuscript writing.)

## ***RESEARCH IN PROGRESS***

7. Beck, Ben B., Petersen, J. Andrew and Venkatesan, Rajkumar, “Review Ratings vs Review Text: An Empirical Analysis of Consumer Decision Making” — (empirical studies complete, undergoing robustness checks)
8. Beck, Ben B., Alred, Nate and The Arbor Day Foundation, “Brand or Influencer Attachment: Driving Subsequent Donations” — (early stages. Third party data collected and running field experiments)

## **IV. INDUSTRY EMPLOYMENT**

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March 2016 - August 2018	<b>VP of Marketing</b> , Kualu, Inc Increased event channel generated leads six-fold Decreased cost-per-click on social advertising by 75%
July 2008 - Present	<b>Marketing Consultant</b> , ROI Business Solutions Achieved an 8:1 ROI via inbound marketing strategies for client Built a SMS marketing system for the Utah State Governors Office
July 2014 - March 2016	<b>Director of Marketing Automation and Operations</b> , Lendio, Inc Decreased cost per closed deal by 38% Automated SMS outreach to increase overall conversion by 85%

April 2012 - July 2014	<b>Senior Marketing Automation Manager</b> , DigiCert, Inc Automated customer onboarding to improve repeat business 7.3% Led evaluation and implementation of enterprise marketing suites
July 2011 - April 2012	<b>Marketing Automation Manager</b> , AtTask, Inc Built closed-loop reporting engine for KPI measurement Increased leads generated by 61%
June 2009 - July 2011	<b>PHP Developer and Online Marketing Manager</b> , ContentWatch Increased SEO traffic 81% by building custom CMS Improved search engine marketing ROI from 1.3:1 to 2.7:1

## V. ACADEMIC PRESENTATIONS

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- Beck, B., Wuyts, S., Jap, S. (2024). Guardians of Trust: How Review Platforms Can Fight Fakery and Build Consumer Trust. Invited presentation for *Federal Trade Commission Rule Making Hearing*, February 13, 2024.
- Fox, Kyli, Beck, Ben B., Steenkamp, Iris, Umashankar, Nita, Allred, Nathan, Chandy, Rajesh, Chintagunta, Pradeep (2024). International Perspectives: Overcoming Non-Trivial Problems in Emerging Market Field Research. Competitive session presentation at *Winter AMA*, St Petersburg, FL.
- Beck, B. (2023). Guardians of Trust: How Review Platforms Can Fight Fakery and Build Consumer Trust. Competitive session presentation at *Winter AMA*, Nashville, TN.
- Beck, B. (2022). Trust Guardians: How Review Platforms Can Fight Fakery and Build Trust. Competitive session presentation at *Theory and Practice in Marketing*, Atlanta, GA.
- Beck, B. (2022). Not what I expected: Using Online Reviews to Detect the Effect of Expectancy Disconfirmation on Sales. Poster presentation at the *Winter AMA*, Las Vegas, NV.
- Beck, B. (2021). The Language that Drives Engagement: A Systematic Large-Scale Analysis of Headline Experiments. Discussant presentation at the *Haring Symposium*, virtual conference hosted by Indiana University, Bloomington. Awarded best discussant.
- Beck, B. (2019). Collecting and analyzing deep data to optimize your marketing chatbot. Talk presented at the *Social Media Marketing World* conference, San Diego, CA.
- Beck, B. (2018). How to generate leads with a Facebook Messenger chatbot. Talk presented at the *Social Media Marketing World* conference, San Diego, CA.
- Beck, B. (2017). Successfully navigating the burgeoning chatbot ecosystem to build your first chatbot. Talk presented at the *Information Developer World* conference, Menlo Park, CA.
- Beck, B., & Dalrymple, M. (2015). Managing cross product implementations with Zapier and

Hubspot. Talk presented at the *Hubspot User Conference*, Salt Lake City, UT.

Beck, B. (2013). Optimization of sales processes through task automation via Marketo's Sales Insight product suite. Talk presented at the *Marketo Roadshow* event, Salt Lake City, UT.

## VI. TEACHING EXPERIENCE

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### *IN PERSON — FACE TO FACE TEACHING*

- Fall 2023     **Advertising and Promotion (MKTG 403)**, Brigham Young University  
*Student rating of instructor over 3 sections: 4.5 out of 5. 93% completion.*
- Spring 2023   **Marketing Strategy (MKTG 450W)**, Pennsylvania State University  
*Student rating of instructor: 6.92 out of 7. 34% student eval completion.*
- Fall 2021     **Marketing Research (MKTG 342)**, Pennsylvania State University  
*Student rating of instructor: 6.73 out of 7. 85% student eval completion.*

### *ONLINE ADJUNCT FACULTY*

- Summer 2021 **Digital Marketing (MKTG 473)**, Pennsylvania State University  
*Student rating of instructor: 6.89 out of 7. 75% student eval completion.*
- 2018 - 2023   **Web Business Creation (MKT250)**, Brigham Young University - Idaho  
*Average end of semester eval: 6.3 out of 7 & 73% student eval completion.*

### *TEACHING ASSISTANTSHIPS*

- 2020 - 2023   **Strategy Implementation and Change Mgmt.**, Penn State University
- MGMT 831 (eMBA); instructor – Donald C. Hambrick
  - MGMT 535 (MBA); instructor – Donald C. Hambrick

## VII. HONORS AND AWARDS

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- 2023            **Edward and Susan Wilson Graduate Scholarship, Penn State University**
- 2022            **AMA Sheth Doctoral Consortium Fellow**
- 2021            **Jerome E. Scott Memorial Scholarship, Penn State University**
- 2021            **Best Discussant Award Recipient; Haring Symposium Fellow and Discussant**
- 2020            **Jerome E. Scott Memorial Scholarship, Penn State University**
- 2018            **Robert W. Graham Fellow, Penn State University**
- 2016            **StratSim Management Competition, 1<sup>st</sup> Place**
- 2009            **Adobe Analytics Challenge, 3<sup>rd</sup> Place**
- 2007            **Utah Entrepreneur Challenge Finalist**

## VIII. SERVICE

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2024 to Present, **Communications Chair**, Marketing and Society Special Interest Group – American Marketing Association

2024 to Present, **Reviewer** – Journal of Marketing

2024 to Present, **Faculty Advisor** – BYU MPA Student Project: Fidelity Charitable Catalyst Fund, Grantwell Project

2023 to Present, **Thesis Advisor** – BYU Honors Thesis Committee for Christian Pearson

## IX. PROFESSIONAL CERTIFICATIONS AND TRAINING

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### **Google Ads Certification**

Google (2021)

### **Statistics with R Specialization**

Duke University via Coursera (2018)

### **Marketo Certified Expert**

Marketo Customer University (2016)

### **Inbound Marketing Certification**

Hubspot Academy (2015)

### **Six-Sigma Black Belt Master Certification**

American Society for Quality and Expert Rating Certifications (2014)

### **Analytics Architect and Developer Certifications**

Adobe Training and Certification Services (2013)

### **Salesforce Certified Administrator**

Salesforce Certification (2012)

### **Eloqua Marketing Automation Certification**

Eloqua Customer University (2011)