

Marc R. Dotson

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Employment

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| <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

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| 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

- Chaudhry, Suparna, Marc Dotson, and Andrew Heiss (2021), "Who Cares About Crackdowns? Exploring the Role of Trust in Individual Philanthropy." *Global Policy* 12: 45-58.
- Dotson, Marc, Joachim Büschken, and Greg M. Allenby (2020), "Explaining Preference Heterogeneity with Mixed Membership Modeling." *Marketing Science*, vol. 39, no. 2, pp. 407-426.
- Aribarg, Anocha, 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

- Johnson, Paul and Marc R. Dotson (2021), "Informing Preference Heterogeneity with Stated Preferences or Passive Geolocation." *2021 Sawtooth Software 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

“Text Analysis of Marketing Language in Financial Earnings Call Transcripts,” with Ryan Elder, Jim Mourey, and William Rose. Under review at *Journal of Consumer Psychology*.

“Why Donors Donate: Disentangling Organizational and Structural Heuristics for International Philanthropy,” with Andrew Heiss and Suparna Chaudhry.

Work in Progress

“Choice Sets of Size One,” with John Howell and Jeffrey P. Dotson.

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

“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 Jeffrey P. Dotson, and Roger A. Bailey.

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

Presentations

“Quarto Questions”

- Utah County R User Group, October 2022

“Text Analysis of Marketing Language in Financial Earnings Call Transcripts”

- Text Analysis Seminar, Utah State University, October 2022
- Southern Utah University, September 2022
- Utah State University, September 2022

“Clever Randomization and Ensembling Strategies for Accommodating Multiple Data Pathologies in Conjoint Studies”

- Marketing Science Conference, June 2020
- HEC Paris, October 2019
- U-Y Symposium, Brigham Young University, April 2019
- Southern Utah University, April 2019

“Informing Preference Heterogeneity with Stated Preferences or Passive Geolocation”

- AMA Advanced Research Techniques Forum, June 2019

“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”
- HEC Paris, October 2019
 - AMA Advanced Research Techniques Forum, June 2019
 - AMA Advanced Research Techniques Forum, June 2018
- “An Introduction to R”
- HEC Paris, October 2019
 - AMA Advanced Research Techniques Forum, June 2019
 - BYU Marketing Association, March 2019
 - 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”
- U-Y Symposium, 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

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| Marketing Analytics at Brigham Young University | Fall 2016, Winter 2017-2018, 2020-2022 |
| Quantitative Marketing Pre-PhD Seminar at Brigham Young University | Fall 2019, Winter 2021-2022 |
| Advanced Analytics at Brigham Young University | Fall 2019 |
| Marketing Research at Brigham Young University | Fall 2016, 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

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| Utah County R User Group Organizer | 2019-2022 |
| AMA Advanced Research Techniques Forum Program Committee | 2017 |

Awards

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| Marketing and Global Supply Chain Outstanding Teacher, Brigham Young University | 2021 |
| Marketing and Global Supply Chain Outstanding Researcher, Brigham Young University | 2020 |
| 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