

# Cameron D. Bale

Website: [BYU Faculty Page](#)  
Other: [Github](#), [LinkedIn](#)

Email: [cameron.bale@byu.edu](mailto:cameron.bale@byu.edu)  
Phone: 970-691-6110

## ACADEMIC APPOINTMENTS

---

Assistant Professor, Brigham Young University 2024-Present  
*Marketing*

## EDUCATION

---

Ph.D., Drexel University 2024  
*Operations and Business Analytics*

B.S., Brigham Young University 2019  
*Economics*

## PUBLICATIONS

---

1. **Bale, C.D.**, Schneider, M.J., Lee, J. (2025). Can We Protect Time Series Data While Maintaining Accurate Forecasts? *Accepted at International Journal of Forecasting*. [URL](#).
2. **Bale, C.D.**, Fischer, J.L., Schneider, M.J., Weber, S. & Chang, S. (2024). Legally Anonymizing Location Data Under the GDPR. *Transactions on Data Privacy*, 17(1), pp. 1-30. [URL](#).
3. Schneider, M.J., Hu, J., Mankad, S., **Bale, C.D.** (2023) (equal contributions). Protecting the Anonymity of Online Users Through Bayesian Data Synthesis. *Expert Systems with Applications*, 216. <https://doi.org/10.1016/j.eswa.2022.119409>. [URL](#).

## WORKING PAPERS

---

1. **Bale, C.D.**, Quick, H. (2025). Optimized Sequential Synthesis with an Application to Legal Anonymization? *Revise and resubmit at Journal of the Royal Statistical Society Series A: Statistics in Society*. [URL](#).
2. Bale, M., **Bale, C.D.**, Dotson, J., Larson, J. (2026). Characterizing Heterogeneous Treatment Effects.

## WORKS IN PROGRESS

---

1. "Optimized Synthetic Data for Marketers," with Jeff Larson and Ethan Budge. *Advanced modeling and writing stage*.
2. "Consumer Effort in Customer Service," with Ben Beck, Brett Hathaway, and Morgan Bale. *Initial data collection and ideation stage*.
3. "Premium Private Label Strategy: A Hierarchical Bayesian Analysis of Heterogeneous Market Entry Effects," with Morgan Bale, Jeff Dotson, Mumin Kurtulus, and Yasin Alan. *Initial modeling stage*.
4. "Trust Me: The Effects of Reviewer Identity Verification on Online Platforms," with Ben Beck, Maggie Smith, and Morgan Bale. *Advanced modeling and data collection/writing stage*.
5. "From Conversation to Insight: Harnessing LLMs to Uncover Latent Themes in Marketing Text Data," with Morgan Bale, Ethan Budge, and Jeffrey Dotson. *Data collection and model development stage*.
6. "Personalizing AI-Generated Review Summaries: Enhancing Consumer Decision-Making in Online Retail," with Morgan Bale, Ben Beck, and Jeffrey Dotson. *Data collection stage*.

7. “An Empirical Generalization of the Effects of Category Captainship,” with Jeffrey Dotson, Marc Dotson, and Morgan Bale. *Data analysis stage*.

## RESEARCH PRESENTATIONS

---

1. Too Long; Didn’t Read? How Review Summaries Shape Consumer Perceptions and Intentions. *ISMS Marketing Science Conference*, June 2025.
2. Optimized Sequential Synthesis with an Application to Legal Anonymization. *Privacy and Public Policy Conference at Georgetown University*, September 2024.
3. Can We Protect Time Series Data While Maintaining Accurate Forecasts? Invited Talk. *Brigham Young University Statistics Department*, February 2024.
4. Improving the Forecast Accuracy of Protected Data Using Time Series Features. *INFORMS Annual Meeting*, October 2023.
5. Improving the Forecast Accuracy of Protected Data Using Time Series Features. *International Symposium on Forecasting*, June 2023.
6. Protecting the Anonymity of Online Users Through Bayesian Data Synthesis. *ISMS Marketing Science Conference*, June 2023.
7. The Effects of Privacy Protection on Forecast Accuracy. Invited Talk. *International Symposium on Forecasting*, July 2022.

## HONORS AND AWARDS

---

Travel Grant, International Institute of Forecasters (Research merit-based)	2023
Course Release Award for Economics Research, Lebow College of Business, Drexel University	2023
Continuing Excellence in Teaching Assistance, Graduate College, Drexel University	2021-2022
Teaching Assistant Excellence Award, Graduate College, Drexel University	2020-2021
Dragon Doctoral Fellowship, Lebow College of Business, Drexel University	2019-2024

## SERVICE

---

Faculty Advisor, Quant in Business Society	2025-Present
Reviewer, <i>Expert Systems with Applications</i>	2023-Present
Board Member, Early Career Forecasters	2023-2024

## TEACHING

---

### *Brigham Young University*

MKTG 411: Marketing Analytics (2025 - )

MKTG 585R: Quantitative Marketing Pre-PhD Seminar (2025 - )

### *Drexel University*

STAT 331: Introduction to Data Mining for Business (2023)

STAT 205: Statistical Inference I (2023)

BSAN 360: Programming for Data Analytics (2022)