John R. Howell

Curriculum Vitae, January 2025

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Brigham Young University
Provo, UT 84602
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ACADEMIC EXPERIENCE

Assistant Professor of Marketing - Brigham Young University   2018-Present

Assistant Professor of Marketing - Pennsylvania State University   2013-2018

EDUCATION

Ohio State University, Columbus, OH — PhD (Marketing)   Completed 2013

Brigham Young University, Provo, UT — MS (Statistics)   Completed 2007

Brigham Young University, Provo, UT — BS (Statistics)   Completed 2003

PUBLISHED PAPERS

Yin li, John R Howell, Desireé Clement, "Comment on Rheindorf et al. (2024) 'Getting midwives back to hospitals: A discrete choice experiment'", *International Journal of Nursing Studies*, 2024 (Link)

Yin Li, John R Howell, Jeannie P Cimiotti, "Nurse practitioner job preference: A discrete choice experiment", *International Journal of Nursing Studies*, 2023

John R. Howell, Peter Ebbes, and John Leichty, "Gremlins in the Data: Identifying the Information Content of Research Subjects", *Journal of Marketing Research*, 2021

Mitchell S. von Itzstein, Elda Railey, Mary L. Smith, Carol B. White, George W. Sledge Jr., John R. Howell, Wendy Lawton, Donna M. Marinucci, Nisha Unni, and David E. Gerber, "Patient familiarity with, understanding of, and preferences for clinical trial endpoints and terminology", *Cancer, 2020 (Link)*

Dotson, Jeffery P., John R. Howell, Thomas Otter, Peter Lenk, Steve MacEachern, and Greg M. Allenby, "A Probit Model with Structured Covariance for Similarity Effects and Source of Volume Calculations", *Journal of Marketing Research*, 2018

Ballinger, Tarah J., et al "Discerning the clinical relevance of biomarkers in early stage breast cancer", *Breast Cancer Research and Treatment*, 2017 (Link)

Howell, John R., Sanghak Lee, and Greg M. Allenby. "Price Promotions in Choice Models", *Marketing Science*, 2015

Allenby, Greg M., Jeff Brazell, John R. Howell, and Peter E. Rossi. "Economic Valuation of Product Features", *Quantitative Marketing and Economics*, 2014

Allenby, Greg M., Jeff Brazell, John R. Howell, and Peter E. Rossi. "Valuation of Patented Product Features", *Journal of Law and Economics*, 2014

WORKING PAPERS

Yin Li, John R. Howell "Job Preference of Nurse Practitioners: A Simulation Approach", *(Targetting Human Resources of Health)*

Howell, John R. and Greg M. Allenby, "Analyzing Platforms Goods Using Multiple-Discrete Continuous Demand Models", (Link)

WORK IN PROGRESS

John R. Howell, Michael McLennan, "Advertising vs. Innovation as a means for differentiation and price protection" (Undergrad student metnored research)

John R. Howell, Jeffery P. Dotson, Carol White, Mary Lou Smith, "What Drives Oncologists' Decisions Regarding Precision Medicine Testing? A Conjoint-Based Approach to Measurement at the Individual Patient Level"

Jeffery P. Dotson, Marc R. Dotson, John R. Howell, Craig Lutz, "Choice Sets of Size One"

John R. Howell and Jeffery P. Dotson, "Inferring Managerial Loss Aversion in Models of Simultaneous Supply and Demand"

John R. Howell, Yin Li, "Using Choice Based Conjoint Analysis in Nursing Employment Research"

BOOK CHAPTERS

Howell, John R., Greg M. Allenby and Peter E. Rossi (Anticipated 2025) "Feature Valuation Using Equilibrium Analysis" to appear in Handbook of Marketing Analytics: Methods and Applications in Marketing Management, Public Policy, and Litigation Support (2nd Edition)

Howell, John R., Greg M. Allenby and Peter E. Rossi (2018) "Feature Valuation Using Equilibrium Analysis" to appear in Handbook of Marketing Analytics: Methods and Applications in Marketing Management, Public Policy, and Litigation Support

TALKS AND PRESENTATIONS

Conference Poster w/ Discussion - "Increasing Black patient participation in metastatic breast cancer clinical trials: The BECOME (Black Experience of Clinical Trials and Opportunities for Meaningful Engagement) project.", ASCO Annual Meeting, June 2022

Conference Talk - "Conjoint Power Analysis", Joint Statistical Meeting, August 2021

Invited Talk - "Analyzing Platforms Goods Using Multiple-Discrete Continuous Demand Models", University of Chicago Marketing Seminar Series, May 2019

Invited Discussion - "Discussion of "Prelaunch Demand Estimation" by Xinyu Cao and Juanjuan Zhang", QME Conference, August 2018

Invited Talk - "Gremlins in the Data", University of Rochester Marketing Department Seminar Series, March 2018

Conference Talk - "Gremlins in the Data", Marketing Science, June 2017

Conference Talk - "Gremlins in the Data", AMA Advanced Research Techniques, June 2016 - Winner Best Paper

Talk - "Inferring Managerial Loss Aversion in Models of Simultaneous Supply and Demand", Brigham Young University, February 2016

Conference Talk - "Price Promotions in Choice Models", AMA Advanced Research Techniques, June 2013

Talk - "Choice Models with Fixed Costs"
- Sawtooth Software Conference - March 2012
- Ohio State University, Fisher School of Business - March 2012
- Albert Haring Symposium - April 2012
- Brigham Young University, Marriott School of Management - September 2012
- University of Maryland, Smith School of Business - September 2012
- Pennsylvania State University, Smeal College of Business - October 2012

Conference Talk - "Respondent Weighting in HB", Sawtooth Software Conference, October 2007

Tutorial - "Becoming a CBC/HB Power User", Jeff Dotson, Elea Feit, and John R. Howell, Sawtooth Software Conference, March 2009

Invited Lecture - "Pricing using Conjoint Analysis", Vanderbilt University, Owen Graduate School of Management, November 2012

AWARDS

Outstanding Teacher, Department of Marketing and Global Supply Chain, April 2024

Outstanding Researcher, Department of Marketing and Global Supply Chain, April 2021

Best Paper for "Gremlins in the Data", AMA Advanced Research Techniques, June 2016

Best Paper for "Economics Models with Fixed Costs" Sawtooth Software Conference, March 2012

Haring Symposium Fellow

OTHER ARTICLES AND PAPERS

Howell, John R. and Greg M. Allenby (2012) "Economic Models with Fixed Costs", Proceedings of the Sawtooth Software Conference, Sequim, WA

Orme, Bryan, John R. Howell (2009), "Application of Covariates within Sawtooth Software's CBC/HB Program: Theory and Practical Example", Sawtooth Software Technical Papers, (Link)

Howell, John R. (2010), "A Simple Introduction to TURF Analysis", Sawtooth Software Technical Papers, (Link)

Howell, John R. (2009), "CBC/HB for Beginners ", Sawtooth Software Technical Papers, (Link)

Howell, John R. (2007), "Respondent Weighting in HB", Proceedings of the Sawtooth Software Conference, Sequim, WA, (Link)

Howell, John R. (2007), "Analysis Using Smoothing Splines as Implemented in LME() in R", Master's Project, Statistics Department, Brigham Young University, 2007

OTHER EXPERIENCE

Research Assistant, Fisher College of Business, Columbus, OH	2010-2013
Consultant - Statistics and Methods, Sawtooth Software, Sequim, WA	2005-2010
Pricing and Licensing Analyst, Novell, Inc., Provo, UT	2004-2005
Software Engineer, Novell, Inc., Provo, UT	2000-2004

RESEARCH INTERESTS

Bayesian Statistics

Economic Theory and Modeling

Choice Models

Strategic Pricing

Multiple stakeholder optimization

Machine Learning

TEACHING EXPERIENCE

Instructor - Technology Product Marketing (Undergrad)	2025 - Current
Instructor - Pricing Strategies (MBA and Undergrad)	2021 - Current
Instructor - Advanced Business Analytics (MBA)	2020 - 2023
Instructor - Business Analytics (MBA Core)	2019 - 2021
Instructor - Marketing Strategy	2013 - 2018
Instructor - Marketing Research	Summer 2011

STUDENT MENTORSHIP

UNDERGRAD RESEARCH ASSISTANTS

- Adam Morrow
- Hannah Crane
- Hannah Wilson
- Palmer Flood
- Coleman Treadwell
- Truman Jeppson
- John Linford
- Michael McLennan

GRADUATE STUDENTS

- Ryan Tucker
- Amarali Kani
- Porter Jenkins

READINGS COURSES/INDEPENDENT STUDY STUDENTS

- Jared Janmohamed
- Matt Hintze
- Stephanie Aldous
- Lina Zheng
- Whitney Wright (2 courses)
- Scott Morris
- Garam Kim
- Tristan Mourier
- Ling Scalese
- Jarom Walker