

Jason M.T. Roos

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Education

Ph.D. Business Administration (Marketing), Duke University, 2012

B.A. Business Administration, Summa cum Laude, University of Washington, Bothell, 2005

Experience

2016- Associate Professor, Department of Marketing Management, Rotterdam School of Management, Erasmus University

2012-2016 Assistant Professor, Department of Marketing Management, Rotterdam School of Management, Erasmus University

Awards and Grants

Fellowship, ERIM Early Career Talent Programme (2012-2016)

Winner, 2011 ISMS Doctoral Dissertation Proposal Competition

BigGrid Grant, Netherlands Organisation for Scientific Research (NWO), "Quantitative Marketing Models"

Published Manuscripts

Roos, J.M.T., and R. Shachar. 2014. "When Kerry Met Sally: Politics and Perceptions in the Demand for Movies." *Management Science* 60 (7): 1617-1631. Lead article.

Mela, C.F., J.M.T. Roos, and Y. Deng. 2013. "A Key Word History of Marketing Science." *Marketing Science* 32 (1): 8-18.

Glickman, S.W., W. Boulding, J.M.T. Roos, R. Staelin, E.D. Peterson, and K.A. Schulman. 2009. "Alternative Pay-for-Performance Scoring Methods: Implications for Quality Improvement and Patient Outcomes." *Medical Care* 47 (10): 1062-1068.

Gillespie, D., J.M.T. Roos, and C. Slaughter. 2006. "Undergraduate Students' Ambivalence about Leadership in Small Groups: The Case of an Upper-Division, Interdisciplinary Program." *The Journal on Excellence in College Teaching* 17 (3): 33-49.

Manuscripts Under Review

Roos, J.M.T. 2016. "Measuring the Effect of Experimental Costs on Sample Sizes." Previously rejected from many fine journals.

Roos, J.M.T., C.F. Mela, and R. Shachar. 2016. "The Effect of Links and Excerpts on Internet News Consumption." Manuscript based on my dissertation. Invited for resubmission (2nd round) at *Marketing Science*. Earlier drafts were circulated under the title "Hyper-Media Search and Consumption."

Pre-manuscript Projects

Balseiro, S., C.F. Mela, and J.M.T. Roos. "Learning in Ad Networks: Implications for Advertiser, Publisher, and Platform Profit." Data collected, preliminary model developed, estimation underway.

Borkovsky, R.N., A. Ching, and J.M.T. Roos. "Learning in the U.S. Presidential Primary." Data collected, model developed, initial estimates obtained.

McAlinn, K., C.F. Mela, J.M.T. Roos, and R. Shachar. "The Hidden Drivers of Consumer Markets." Awarded NIS762,608 \approx €180,000 under ISF Grant no. 1399/16 (PI: Shachar). Initial data set obtained, modeling underway.

Paolacci, G., and J.M.T. Roos. "The Price of Science: How Monetary Costs Impact Research Designs in Crowdsourced Behavioral Experiments." Secondary and primary survey data collected, field experiment awaiting implementation by external partner.

Non-refereed Articles

Roos, J.M.T., and I. Moore. 2014. "Politics and perceptions in the demand for movies." *RSM Discovery*, no. 18 (February).

Invited Presentations and Conferences

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| 2016 | Tilburg Marketing Camp
ACR (Berlin)
Summer Institute in Competitive Strategy
Marketing Dynamics (Hamburg)
Marketing Science (Shanghai)
Rochester
Toronto |
| 2015 | Marketing in Israel Conference
Bayesian Econometric Forecasting and Policy Analysis Workshop (Erasmus)
Erasmus-Tilburg JDM Camp |
| 2014 | INSEAD |
| 2013 | Triennial Invitational Choice Symposium (Noordwijk)
ZEW Conference on the Economics of Information and Communication Technologies
Conference on Bayesian Methods in Microeconomic Modeling (Cal Tech) |
| 2012 | Marketing Science (Boston) |

2011 Georgia Tech
Yale
Washington University in St. Louis
Ohio State
Rotterdam School of Management
Duke (Econ)

2009 Marketing Science (Ann Arbor)

Teaching

2013- Marketing Analytics (MSc course)

2014-2016 Social Media (MSc course)

2016- Big Data Analysis and Visualisation (PhD seminar)

Other Experience

2004-2006 Consulting Software Engineer, Covestic, Inc., Seattle, Wash. Clients included AT&T Wireless.

2003-2004 Consulting Software Engineer, MACROSystems, Seattle, Wash. Client: U.S. Department of Health and Human Services.

1996-2003 V.P. of Software Development and Managing Director (2000-2003), Software Engineer (1996-2000), Saltmine, Inc., Seattle, Wash. Clients included: Microsoft, BP, PGATour.

1994-1996 Software Engineer, Headbone Interactive, Seattle, Wash. Children's educational games programming, audio production and foley.