

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

- 2012- Rotterdam School of Management, Erasmus University
2016- Associate Professor of Marketing
2017- PhD Coordinator for the Marketing Area
2012-2016 Assistant Professor of Marketing

Awards and Grants

- Fellowship, ERIM Early Career Talent Programme (2012-2016)
Winner, ISMS Doctoral Dissertation Proposal Competition (2011)
SURFSara National E-Infrastructure Grant, "Quantitative Marketing Models" (2012-)

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. 2018. "Measuring the Effect of Experimental Costs on Sample Sizes." Under first round review at *Journal of Consumer Psychology*.

Roos, J.M.T., C.F. Mela, and R. Shachar. 2018. "The Effect of Links and Excerpts on Internet News Consumption." Manuscript based on my dissertation. Revising for 2nd round at *Journal of Marketing Research*. 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. n.d. "Learning in Ad Networks: Implications for Advertiser, Publisher, and Platform Profit." Data and estimation completed, manuscript in preparation.

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

Paolacci, G., and J.M.T. Roos. n.d. "The Price of Behavioral Science." Data and analysis completed, manuscript in preparation.

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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| 2018 | EMAC (Glasgow)
U. Cologne |
| 2017 | Statistical Learning and Econometrics Workshop (Econometric Institute, Erasmus)
U. Groningen |
| 2016 | Tilburg Marketing Camp
ACR (Berlin)
Summer Institute in Competitive Strategy
Marketing Dynamics (Hamburg)
Marketing Science (Shanghai)
U. Rochester
U. Toronto |
| 2015 | Marketing in Israel Conference
Bayesian Econometric Forecasting and Policy Analysis Workshop (Econometric Institute, Erasmus)
Erasmus-Tilburg JDM Camp |
| 2014 | INSEAD |
| 2013 | Triennial Invitational Choice Symposium (Noordwijk)
ZEW (Mannheim) 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
Wash. U. in St. Louis
Ohio St.
Rotterdam School of Management
Duke (Econ)
- 2009 Marketing Science (Ann Arbor)

Teaching

- 2017- Advanced Marketing (International Full-Time MBA)
- 2013- Marketing Analytics (MSc Marketing Management)
- 2016- Data Visualization, Web Scraping, and Text Analysis in R (PhD programs for EGSB & ERIM)
- 2014-2016 Social Media (MSc Marketing Management)

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.