





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
2012-2016 Assistant Professor of Marketing

Awards and Grants

- Consortium member, €630,000 grant from NWO, "Data-inspired creativity: The use of big data in cross-media creative innovation processes (314-99-400)" (2019-2021)
Fellowship, ERIM Early Career Talent Programme (2012-2016)
Winner, ISMS Doctoral Dissertation Proposal Competition (2011)
SURFSara National E-Infrastructure Grant, "Quantitative Marketing Models" (2012-2021)

Published Manuscripts

- Daljord, Ø., C.F. Mela, J.M.T. Roos, J. Sprigg, and S. Yao (2023), "The Design and Targeting of Compliance Promotions," *Marketing Science*, 42 (5), 866-891.
- Roos, J.M.T., C.F. Mela, and R. Shachar (2020), "The Effect of Links and Excerpts on Internet News Consumption," *Journal of Marketing Research*, 57 (3), 395-421. Lead article. Manuscript based on my dissertation. Earlier drafts were circulated under the title "Hyper-Media Search and Consumption."
- 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

Mela, C.F., J.M.T. Roos, and T. Sousa (July 2023), "Advertiser Learning in Direct Advertising Markets," 1st round at *Marketing Science*.

Pocchiari, M. and J.M.T. Roos (Aug. 2023), "The Heterogeneous Effect of Digitizing Community Activities on Community Participation," 1st round at *Marketing Science*.

Manuscripts in Preparation and Pre-manuscript Projects

Roos, J.M.T. (2023), "Identification and Estimation of Polynomial Approximations to Marginal Treatment Effects," Manuscript in preparation.

Roos, J.M.T., A. Ferecatu, and M. Pocchiari (2022), "An Experimental Paradigm for Manipulating Exposure to Fake News," Data collection ongoing.

Retired (Unpublished) Manuscripts

Roos, J.M.T. (Aug. 2018), "Consumers of Experimental Observations: Understanding How Experimental Costs Affect Sample Size and Composition,"

Non-refereed Articles

Roos, J.M.T. and I. Moore (Feb. 2014), "Politics and perceptions in the demand for movies," *RSM Discovery*, (18).

Invited Presentations and Conferences

2023	U. Groningen
2021	Marketing Science (Online) U. Chicago
2020	ESADE European Bayesians in Marketing Summit (HEC)
2019	U. Bocconi EMAC (Hamburg) Marketing Science (Rome)
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

- 2023- Machine Learning & Learning Algorithms (MScBA Business Analytics & Management)
- 2020- Experimentation & Causal Inference (MScBA Business Analytics & Management)
- 2017-2023 Advanced Marketing (International Full-Time MBA)
- 2016-2020 Data Visualization, Web Scraping, and Text Analysis in R (PhD programs for EGSH & ERIM)
- 2014-2016 Social Media (MSc Marketing Management)
- 2013-2023 Marketing Analytics (MSc Marketing Management)
- 2012- MSc Thesis Supervision

Service

- 2017-2021 PhD Coordinator for the Marketing Area
- 2015- ERIM Internal Review Board, Section Non-Experimental Research

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.