





## 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-)

### Published Manuscripts

- Roos, J. M. T., C. F. Mela, and R. Shachar. "The Effect of Links and Excerpts on Internet News Consumption." *Journal of Marketing Research* 57, no. 3 (2020): 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. "When Kerry Met Sally: Politics and Perceptions in the Demand for Movies." *Management Science* 60, no. 7 (2014): 1617-1631. Lead article.
- Mela, C. F., J. M. T. Roos, and Y. Deng. "A Key Word History of Marketing Science." *Marketing Science* 32, no. 1 (2013): 8-18.
- Glickman, S. W., W. Boulding, J. M. T. Roos, R. Staelin, E. D. Peterson, and K. A. Schulman. "Alternative Pay-for-Performance Scoring Methods: Implications for Quality Improvement and Patient Outcomes." *Medical Care* 47, no. 10 (2009): 1062-1068.
- Gillespie, D., J. M. T. Roos, and C. Slaughter. "Undergraduate Students' Ambivalence about Leadership in Small Groups: The Case of an Upper-Division, Interdisciplinary Program." *The Journal on Excellence in College Teaching* 17, no. 3 (2006): 33-49.

## Manuscripts Under Review

Paolacci, G., and J. M. T. Roos. "The Price of Psychological Science." Revising manuscript.

Roos, J. M. T. "Measuring the Effect of Experimental Costs on Sample Sizes." Revising manuscript.

## Manuscripts in Preparation and Pre-manuscript Projects

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, developing model and estimation routine.

Pocchiarri, M., and J. M. T. Roos. "The Effects of Brand Orientation and Digitization of Community Experiences on Active Participation: Evidence from Meetup.com." Data collection completed, analysis in progress.

Roos, J. M. T., A. Ferecatu, and M. Pocchiarri. "An Experimental Paradigm for Manipulating Exposure to Fake News."

Roos, J. M. T., C. F. Mela, and S. Balseiro. "Learning in Ad Networks: Implications for Advertiser, Publisher, and Platform Profit." Data and estimation completed, manuscript in preparation.

## Non-refereed Articles

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

## Invited Presentations and Conferences

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| 2020 | ESADE (planned)<br>European Bayesians in Marketing Summit (HEC)  |
| 2019 | U. Bocconi<br>EMAC (Hamburg)<br>Marketing Science (Rome)   |
| 2018 | EMAC (Glasgow)<br>U. Cologne   |
| 2017 | Statistical Learning and Econometrics Workshop (Econometric Institute, Erasmus)<br>U. Groningen  |
| 2016 | Tilburg Marketing Camp<br>ACR (Berlin)<br>Summer Institute in Competitive Strategy<br>Marketing Dynamics (Hamburg)<br>Marketing Science (Shanghai)<br>U. Rochester<br>U. Toronto |
| 2015 | Marketing in Israel Conference<br>Bayesian Econometric Forecasting and Policy Analysis Workshop (Econometric Institute, Erasmus)<br>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)

### Service

- 2017- 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.