J. JASON BELL

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University of Oxford ● Saïd Business School
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POSITIONS

Associate Professor (pre-tenure)   January 2020 to present
University of Oxford

Postdoctoral Research Fellow   July 2018 to January 2020
University of Oxford

EDUCATION

Ph.D. in Business Administration – Marketing   2018
University of Iowa

Master of Science in Economics   2012
University of Iowa

Bachelor of Science in Economics   2010
Brigham Young University

RESEARCH INTERESTS

Generative AI, choice modeling, Bayesian statistics, product perception, creativity & new product development

PUBLICATIONS

Bell, J. Jason, Christian Pescher, Gerard Tellis, and Johann Füller. "Can AI Help in Ideation? A Theory-Based Model for Idea Screening in Crowdsourcing Contests." *Marketing Science*, 2023.

Bell, J. Jason, Sanghak Lee, and Thomas S. Gruca. "Bringing the Doctor to the Patients: Cardiology Outreach to Rural Areas." *Journal of Marketing*, 2024.

Doshi, Anil R., **J. Jason Bell**, Emil Mirzayev, and Bart Vanneste. "Generative artificial intelligence and evaluating strategic decisions." *Strategic Management Journal*, 2024.

Bell, J. Jason, Felipe Thomaz, and Andrew T. Stephen "Beyond the Pair: Media Archetypes and Complex Channel Synergies in Advertising." *Journal of Marketing*, 2024.

WORKING PAPERS

Bell, J. Jason, Sophie Macintyre (Meta), "Attention Causally Mediates Brand Recall Across Environments,"
  Under review at Marketing Science

Wang, Wen, J. Jason Bell, Jeffrey P. Dotson, and David A. Schweidel "Generative AI and Artists: Consumer Preferences for Style and Fair Compensation"
   Under review at Journal of Consumer Research

Bell, J. Jason, Sanghak Lee, and Gary J. Russell. "Choosing How to Choose: Attribute Selection for Consideration Set Formation"
   Preparing to submit to Quantitative Marketing and Economics in February 2025

Bell, J. Jason and Jeffrey P. Dotson "Modeling Perceptual Spillovers in Product Design"
   Preparing to submit to Management Science in March 2025

Bell, J. Jason and Thomas S. Gruca. "Hardware Manufacturer Ownership of Software Distribution Platforms: Strategy, Profits and Consumer Welfare"

Bell, J. Jason, Rhonda Hadi, and Andrew T. Stephen "Expectation Inflation: The Downside of Previous Innovation Success"

WORKS IN PROGRESS

Bell, J. Jason. "An Aggregate Demand Model with Structured Covariance Using Image Embeddings."

REVIEWER ACTIVITY

Journal of Marketing Research, Management Science, Journal of Consumer Research (quantitative submissions), Marketing Letters.

TEACHING INTERESTS

Marketing analytics, AI for business, introductory marketing, pricing.

TEACHING EXPERIENCE

Diploma in AI for Business, University of Oxford, 2021-present. High-level executive students.

AI and Analytics Project in Marketing, University of Oxford, 2020-present. MBA elective.

Marketing, University of Oxford, 2020-present. Undergraduate, MBA, and EMBA students.

Marketing Tutorials to Oxford undergraduates, 2020-present.

Marketing discussion sections, University of Iowa, 2013-2018. Undergraduates.

Statistics for Business, University of Iowa, 2010-2011. Undergraduates.

AWARDS AND HONORS

SSRN top ten author by all-time downloads, July 2023

SSRN top ten paper in Marketing, June 2021

Sheth Fellow, University of Iowa, 2017

PRESENTATIONS

Generative AI and Artists: Consumer Preferences for Style and Fair Compensation, Association for Consumer Research, Paris, France. September 2024.

An Aggregate Demand Model with Structured Covariance Using Image Embeddings. Oxford University Marketing Camp, Oxford, United Kingdom. September 2024.

An Aggregate Demand Model with Structured Covariance Using Image Embeddings. European Conference on Bayesian Statistics and Marketing, Rotterdam. May 2024.

Generative AI and Artists: Consumer Preferences for Style and Fair Compensation. INFORMS Annual Meeting, Phoenix Arizona. October 2023.

Modeling Perceptual Spillovers in Product Design, Sawtooth Software A&I Summit, Barcelona, Spain. May 2023.

No Silver Bullet: Cross Media Complementarity, presented at Meta London Headquarters. May 2022.

No Silver Bullet: Cross Media Complementarity, presented at Future of Marketing Initiative Annual Meeting, attended by representatives from WPP, Google, Meta, Twitter, L'Oréal, Kantar. June 2021.

Can AI Help in Ideation? A Theory-Based Model for Idea Screening in Crowdsourcing Contests. Marketing Science Conference, Italy. June 2019.