
Dr. Roger A. Bailey
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Fisher College of Business

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ACADEMIC APPOINTMENTS

<u>Associate Clinical Professor of Marketing</u> Ohio State University Fisher College of Business	May 2025 – <i>Present</i>
<u>Assistant Clinical Professor of Marketing</u> Ohio State University Fisher College of Business	August 2019 – May 2025
<u>Senior Lecturer of Marketing</u> Ohio State University Fisher College of Business	May 2016 – August 2019
<u>Visiting Assistant Professor of Marketing</u> Ohio State University Fisher College of Business	August 2013 – May 2016

PROGRAM LEADERSHIP

<u>Academic Director, Full-Time MBA Program</u> Ohio State University Fisher College of Business	August 2020 – July 2023
<u>Co-Director, Full-Time MBA Program</u> Ohio State University Fisher College of Business	June 2018 – August 2020
<u>Director, Undergraduate Honors Immersion Program</u> Ohio State University Fisher College of Business	May 2016 – June 2019

EDUCATION

<u>Doctor of Philosophy in Economics</u> Vanderbilt University	Graduated 2013
<u>Master of Science in Mathematics</u> Northern Arizona University	Graduated 2006 (with Distinction)
<u>Bachelor of Science in Mathematics</u> (Physics Minor) Northern Arizona University	Graduated 2004 (Summa Cum Laude)

TEACHING EXPERIENCE

The Ohio State University

Undergraduate Courses:

BUSML 4202	- Marketing Research
BUSML 4211	- Market Analysis and Forecasting
BUSML 4998H	- Honors Research
BUSADM 3980H	- Honors Seminar
ENGR 1282H	- Fund. Of Engineering (co-taught)

Graduate Courses:

MBA 6243	- Managerial Economics
BUSML 7201	- Marketing Research
BUSML 7204	- Product and Pricing Analytics
BUSML 7207	- Pricing Strategy
BUSML 7250	- Time-Series and Forecasting
BUSML 7226	- Marketing Simulation

Executive Courses:

BUSOBA 7223	- Critical Thinking in Analytics
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Vanderbilt University

Undergraduate Courses:	Econ 1500	- Economic Statistics
	Econ 3012	- Intermediate Microeconomics
Graduate Courses:	PhD Math Camp	- Mathematics for Economics

Northern Arizona University

Undergraduate Courses:	MAT 119	- Finite Mathematics
	MAT 125	- Pre-Calculus
	MAT 136	- Calculus I
	MAT 137	- Calculus II
	STA 270	- Applied Statistics

RESEARCH AND PROFESSIONAL ACTIVITIES

Peer Reviewed Articles:

Dong Soo Kim, Roger A. Bailey, Nino Hardt, Greg M. Allenby (2016) “Benefit-Based Conjoint Analysis,” *Marketing Science* 36(1):54-69.

Books:

Blackwell, R., Bailey, R. A. (2022), “Objective Prosperity: How Behavioral Economics Can Improve Outcomes for You, Your Business, and Your Nation,” *Rothstein Publishing*.

Trade Articles:

Blackwell, R., Bailey, R. A. (2024), “How behavioral economics helps warehouse managers thrive in an inflationary economy,” *Warehousing Forum*, Vol. 39, Num. 3.

Bailey, R.A. , Blackwell, R. (2022), “Employee (Mis) Behavior: What Directors Need to Know About Behavioral Economics,” *Board Leadership*, Vol. 2022, Issue 184.

Blackwell, R., Bailey, R. A. (2022). “Looking at Inflation Through a Behavioral Lens” *The New York Editorial*.

Research Presentations:

“Examining the No-Choice Option in Conjoint Analysis,” with Greg Allenby, Sawtooth Software Conference, August 2019.

“Product Relevance and Non-Compensatory Choice,” with Marc Dotson, Sawtooth Software Conference, March 2018

“Task-Level Error Scale Modeling using Tracking Data” Joint Statistical Meetings, Contributed Session, July 2017

Invited Talks and Lectures:

“Customer and Client Satisfaction in Practice,” with Dave Loomis, Ohio Chamber of Commerce CEO Forum. May 2025.

“The State of Marketing and Data in 2025,” with Jeff Culliton, Ohio Chamber of Commerce CEO Forum. February 2025.

“A Glance Forward: Behavioral Perspectives on the 2025 Economy,” Leadership in Logistics Forum. January 2025.

“Macroeconomic Condition Impacting the 2024 Supply Chain,” DHL Customer Club Invited Presentation. September 2023.

“Economic Challenges in 2023: An Educator’s Perspective,” OSU Faculty Retirees Dinner. February 2023.

“The 2022 Economy: A Data Nerd's Perspective,” Ohio State Fisher College of Business Winter College. January 2022.

Working Papers:

“Re-Examining the No-Choice Option in Conjoint Analysis,” Cheng-Yu Hung, Peter Kurtz, Joel Huber and Greg Allenby

“Combining Data on Multiple Screening Rules,” with Marc Dotson and Greg Allenby

“Estimating Demand for Health Related Product Characteristics using Proxy Variables for Consumer Health Conscientiousness,” with P.J. Gandon

“Signaling Product Attributes with Costly Verification by Polarized Consumers”

Work In Progress:

“A Protocol for Validating Generative AI Stimuli” with Jeffery Dotson and Jason Bell

“Randomization and Ensembling Strategies for Accommodating Multiple Data Pathologies in Conjoint Studies” with Jeffery Dotson and Marc Dotson.

“Dynamically Assessing Respondent Quality in Conjoint Studies,” with Jeffery Dotson and Marc Dotson.

Research Advising:

39 Undergraduate Honors Theses Advised at The Fisher College of Business (Subjects in Marketing, Finance, Management and Human Resources, and Operations & Analytics)

AWARDS & HONORS

Outstanding FTMBA Core Faculty Award, Fisher College of Business 2021, 2024, 2025

Daniel Westerbeck Graduate Teaching Award, Fisher College of Business 2020

Harold Sterling Vanderbilt Fellowship 2007-2012

Arthur & Catherine Adel Graduate Mathematics Scholarship (NAU), 2005

Outstanding Senior in Mathematics Award (NAU), 2004

Dubois Foundation Scholarship, 2001-2006

Raytheon Scholarship for Mathematics and Physics, 2003-2004

Joseph Mutter Award for Mathematics (NAU), 2002-2003

Junior Slipper Award for Physics (NAU), 2002-2003
