

## MORGAN RHODES BALE

LeBow College of Business  
Drexel University  
3220 Market St Philadelphia PA 19104

mab825@drexel.edu  
(561)779-8576

### EDUCATION

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Ph.D. Drexel University <i>Marketing</i>	(expected) 2024
M.S. Purdue University <i>Economics</i>	2019
B.S. Brigham Young University <i>Economics</i>	2017

### RESEARCH INTERESTS

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*Substantive:* consumer loyalty, brand equity, retailing, advertising, CPG, digital marketing

*Methodological:* bayesian models, causal inference, synthetic controls, DID, machine learning

### DOCTORAL DISSERTATION

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“Measuring the Interrelationships between Consumers, Brands, and Retailers using Bayesian Models”

*Committee:* Elea Feit (advisor), Eric Bradlow, Jeff Dotson, Michaela Draganska, Jillian Hmurovic

### WORKS IN PROGRESS

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“A Bayesian Dynamic Linear Model for Brand Equity” with Elea Feit and Eric Bradlow,  
*drafting paper*

“An Empirical Generalization of the Effects of Category Captainship” with Jeffrey Dotson, Marc Dotson, and Cameron Bale, *data analysis stage*

## PRESENTATIONS

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A Bayesian Dynamic Linear Model for Brand Equity

- Marketing Science Conference: June 2022 and June 2023
- Invited Talk: Brigham Young University, March 2023

## TEACHING

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Data-Driven Digital Marketing (3.66/4)

Fall 2021, Winter 2022, Spring 2022

*Instructor, Drexel University*

Introduction to Marketing Management Recitation (3.56/4)

Winter 2021, Spring 2021

*Instructor, Drexel University*

## AWARDS

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Dragon Fellowship, Drexel University

Fall 2019-present

Outstanding Ph.D. Student Instructor Award

Winter 2023

Teck-Kah Lim Graduate Student Domestic Travel Subsidy Award

Spring 2023

## SELECTED COURSEWORK

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Statistics for Economics

Fall 2019

Econometrics I

Winter 2020

Applied Bayesian Analysis

Spring 2020

Applied Microeconometrics

Spring 2020

Models of Consumers and Firms Decisions

Spring 2020

Machine Learning

Spring 2021