Curriculum Vitae – Luca Lazzaro

Research Associate and PhD Candidate
University of Zurich

Department of Business Administration
Chair of Marketing for Social Impact
University Research Priority Program in Social Networks
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Research Interest

My research explores the collective dynamics of social influence on social networks and their consequences for informing interventions. One stream of work combines behavioral experiments and simulations to investigate how products and behaviors spread through social networks. A second stream of work uses field data to study how local knowledge can be leveraged to design effective network interventions.

Education

2022 -	**University of Zurich, Switzerland** Doctorate Candidate in Business Administration, focus: Social influence dynamics on social networks
2021 - 2021	**BI Norwegian Business School, Norway** Exchange Master student (1 semester)
2020 - 2022	**University of Zurich, Switzerland** Master in Business and Economics, major: Management and Economics, minor: Behavioral Economics
2016 - 2019	**University of Lausanne, Switzerland** Bachelor of Science in Management

Publications

Peer-reviewed articles

Work in progress

Lazzaro, L., Mariani SM., Algesheimer, R., Tanase. Revisiting the role of long ties in social contagion: behavioral evidence from an experiment. Working paper: https://arxiv.org/abs/2510.04785

Early-stage work

Lazzaro, L., Feng, M., Furrer, NA., Delvaux, M., Cammelli F., Mariani SM., Algesheimer, R., Adou Yao, CY., Tanase., R. Advancing social sensing to enable network interventions in the field. On-going project.

Zhang, H., Lazzaro, L., Furrer, NA., Cammelli F., Mariani SM., Addoah, T., Algesheimer, R., Garrett, RD., Tanase., R. Seeding interventions to increase participation in voluntary environmental programs. Evidence from a randomised controlled trial. On-going project.

Lazzaro L. Long ties disrupt social contagions in populations with homophily. On-going project.

Research Grants and Third Party Funding

2025	Advancing social sensing to trigger the large-scale diffusion of environmental action, Swiss National Science Foundation project (Contributor, 376,782CHF).

Teaching Experience

As Instructor

2023 -	**University of Zurich, Switzerland** R - a non-technical introduction with applications to Marketing (Lecture, 3 ECTS)

As Teaching Assistant

2023 -	**University of Zurich, Switzerland** Personal Branding (Lecture, 6 ECTS) Personal Branding Applications (Seminar, 3 ECTS) Digital Marketing: Collaborative Project (Seminar, 6 ECTS)

Supervision of theses

How views on polarizing topics shape social influence dynamics, Master thesis, 2023

Social influence in the lab: An efficient experimental design for capturing diffusions, Bachelor thesis, 2024

From Online Popularity to Social Impact: The Role of Influencers in Public Interventions, Bachelor thesis, 2024

Awareness and its Impact on Social Contagion Dynamics: Insights from Agent-Based Models, Bachelor thesis, 2025

The Dynamics of Social Influence: An Experimental Investigation, Bachelor thesis, 2025

 The architecture of influence: dissecting decision-making processes in social contexts, Bachelor thesis, 2025

Conference presentations

2024	Sunbelt (Edinburgh), Diffusion processes as observation units: A framework for experimental investigation
2025	IC2S2 (Norrköping), Advancing social sensing to enable network interventions in the field
2025	SAMS (Luzern) A behavioral reinvestigation of the effect of network structure on product diffusion

Poster presentations

2024 URPP Final Event (Zurich), Bridging the micro-macro divide in social contagion

2025 IC2S2 (Norrköping), Experimental decision-making under uncertainty reveals boundaries to the strength of long ties

Summer schools

2024 ICPSR (Michigan): Bayesian Modeling for the Social Sciences II: Advanced, Empirical Modeling of Social Science Theory Topics, Introduction to Python, Introduction to Computing for Data Analysis, Introduction to the R Statistical Computing Environment, Introduction to the LaTeX Text Processing System, Multilevel Models II: Advanced Topics, Matrix Algebra, Calculus, and Probability: Introduction and Review, Theoretical Modeling for the Social and Behavioral Sciences

Public talks and workshops

2023 Scientifica (Zurich), How We Reach Consensus - A Scientific Experiment

Work Experience

2021 **Ticino Cantonal Administration (Division of Justice)**
Focus: Project collaborator for regulatory reform (1 month)

2019 - 2020 **Ticino Cantonal Administration (Division of local entities)**
Focus: Project organization, Quality management system, Municipality accounting (9 months)

2018, 2019, 2021, 2022 **Locarno Film Festival**
Theater Staff

Other skill

Technical Proficiency: R (data analysis, ABM simulations), Python (data analysis, ABM simulations), Markdown (LaTex), web scraping.

Languages: English (C1), Italian (native speaker), French (B2), German (B1).