

# DANIEL WINKLER

Vienna University of Economics and Business

Department of Marketing

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## EDUCATION

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### **Vienna University of Economics and Business**

Ph.D. in Economics and Social Sciences (Mathematics in Economics and Business) 2019 – Present

- Research Associate, Institute for Retailing & Data Science 2021 – Present
- Research Associate, Institute for Interactive Marketing & Social Media 2019 – 2021

### **Cornell University, SC Johnson College of Business**

Visiting Ph.D. Student in Marketing (host: Prof. Jūra Liaukonytė) April 2024

### **University of New South Wales Business School**

Visiting Ph.D. Student in School of Marketing (host: Prof. Harald van Heerde) May – July 2024

### **Hebrew University, Arison School of Business**

Visiting Ph.D. Student in Data Science Department  
(hosts: Prof. Jacob Goldenberg & Prof. Lev Muchnik) May – July 2022

### **Vienna University of Economics and Business**

M.S. in Economics with major in Mathematics 2016 – 2019

B.S. in Economics and Social Sciences with major in Economics 2013 – 2016

## RESEARCH INTERESTS

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Quantitative Marketing; Platform & Social Media Analytics; Economics of the Music Industry

## WORKING PAPERS

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### **Separating the Artist from the Art: Social Media Boycotts, Platform Sanctions, and Music Consumption**

with Nils Wlömert and Jūra Liaukonytė

### **The Impact of Social Media on Music Demand: Evidence from a Quasi-Natural Experiment**

with Christian Hotz-Behofsits, Nils Wlömert, Dominik Papies, and Jūra Liaukonytė

### **Negative Spillover Effects of Opt-out Defaults: Evidence from Organ Donation Policies**

with Pascal Güntürkün, Sinika Studte, Michel Clement, Eva-Maria Merz, Jonathan Tan, Elisabeth Huis in 't Veld, and Eamonn Ferguson

### **A Bayesian Survival Model for Time Varying Coefficients and Unobserved Heterogeneity**

with Peter Knaus

## CONFERENCE PROCEEDINGS

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### **Music Genres Reconsidered: Challenging Established Genres with a Data-driven Approach** (*55th Annual Hawaii International Conference on System Sciences*)

with Christian Hotz-Behofsits and Nils Wlömert,

## WORK IN PROGRESS

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### **The Personal Side of Human Brands: How Human Brand Messages on Social Media Drive Brand Consumption and Engagement**

with Christian Hotz-Behofsits, Nils Wlömert, and Harald van Heerde

### **The Hot 100 - The Influence of Weather Patterns and Music Consumption**

with Vartan Bal and Valentyna Melnyk

### **Political Polarization Indices for Top Music Artists**

with Jūra Liaukonytė and Nils Wlömert

### **The Path to Fame - Exploiting Curator Networks to Predict Human Brand Success**

(presented at the Workshop for Information Systems and Economics, Marketing Science Conference, EMAC Doctoral Colloquium, EMAC Annual Conference, and Economics of the Music Industry)  
with Nils Wlömert, Lev Muchnik, and Jacob Goldenberg

### **B-DiD - A Dynamic Bayesian Approach to Difference-in-Differences**

(presented at Marketing Science Conference)  
with Peter Knaus and Pascal Güntürkün

## CONFERENCES

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- 2024**     Marketing Science Conference
- 2023**     Difference-in-Differences Workshop (University of New South Wales)  
Marketing Analytics Symposium Sydney, Marketing Science Conference,  
EMAC Doctoral Colloquium, EMAC Annual Conference, Bayes Comp
- 2022**     Web & API scraping Workshop (University of New South Wales)  
Marketing Analytics Symposium Sydney, Marketing Science Conference,  
Economics of the Music Industry,  
International Society for Bayesian Analysis World Meeting
- 2021**     Workshop on Information Systems and Economics, Marketing Science Conference  
International Society for Bayesian Analysis World Meeting

## SOFTWARE

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**shrinkDSM: Efficient Bayesian Inference for Dynamic Survival Models with Shrinkage** ([CRAN](#))  
with Peter Knaus

**RClickhouse: A 'DBI' interface for the ClickHouse database** ([CRAN](#))  
with Christian Hotz-Behofsits, Luca Rauchenberger, Peter Knaus, Clemens Danninger, and Simon Stiebellehner

**Chartmetric.jl: API interface for the Chartmetric music data API** ([GitHub](#))

**JSONLines.jl: Out-of-memory, parallel processing library for JSONLines files** ([GitHub](#))

## TEACHING

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- Instructor, Marketing Analytics (Master of Marketing)
- Instructor, Data-based Storytelling (Master of Marketing & Bachelor of Economics and Social Sciences)
- Instructor, Data literacy (Elective for all Master's and Bachelor's programs)
- Instructor, Marketing Research (Bachelor of Economics and Social Sciences)
- Instructor, Inferring Treatment Effects Through Quasi Experiments-
  - The Difference-in-Differences Estimator and its Extensions (Workshop at UNSW Data Science Hub)
- Instructor, Web and API scraping (Workshop at UNSW School of Marketing)

## SERVICE

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Reviewer	Computational Statistics
Student Representation	PhD Economics and Social Sciences, Master Economics, University Senate
Civil Servant	Austrian Service Abroad
Instructor	Cultural awareness and inter-cultural communications workshops

## PROFESSIONAL EXPERIENCE

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**Music Industry**, Federal Music Industry Association/GfK Entertainment. 2022 – Present  
Developing and deploying large-scale fraud detection models for on-demand music consumption in one of the world's top five music markets, using multi-billion observation datasets

**Researcher**, Medical University of Vienna. 2018–2023  
Conducting statistical analyses for the Department of Surgery and Comprehensive Cancer Center

## PUBLICATIONS IN OTHER FIELDS

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**Systemic Immune-Inflammation Index (SII) Predicts Poor Survival in Pancreatic Cancer Patients Undergoing Resection** (*Journal of Gastrointestinal Surgery*)

with Gerd Jomrich, Elisabeth S. Gruber, Marlene Hollenstein, Michael Gnantand, Klaus Sahora, and Martin Schindl, 2020

**Expression of FGF8, FGF18, and FGFR4 in Gastroesophageal Adenocarcinomas** (*Cells*)  
with Gerd Jomrich, Xenia Hudec, Felix Harpain, Gerald Timelthaler, Thomas Mohr, Brigitte Marian, and Sebastian F. Schoppmann, 2019

**MK2 and ETV1 Are Prgonistic Factors in Esophageal Adenocarcinomas** (*Journal of Cancer*)  
with Gerd Jomrich, Florian Maroske, Jasmin Stieger, Matthias Preusser, Aysegül Ilhan-Mutlu, Ivan Kristo, Matthias Paireder, and Sebastian F. Schoppmann, 2018

## OTHER

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**Programming Software:** R, Python, Julia, C++, Matlab (basics), STATA (basics)

**Languages:** German (native), English (bilingual proficiency), Spanish (beginner), Hebrew (beginner)

**Interests:** Mountain biking, hiking, running

## REFERENCES

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**Nils Wlömert** (Chair)  
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Vienna University of Economics and Business  
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**Sylvia Frühwirth-Schnatter**  
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