

DANIEL WINKLER

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Department of Marketing
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EMPLOYMENT

Vienna University of Economics and Business, Department of Marketing

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

EDUCATION

Vienna University of Economics and Business

Ph.D. in Economics and Social Sciences
in the Field of Mathematics in Economics and Business 2019 – Present

Vienna University of Economics and Business

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

Vienna University of Economics and Business

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

RESEARCH INTERESTS

Quantitative Marketing; Platform Economics; Music Industry; Human Brands; Brand Scandals; Social Media; Pro-social Behavior;

WORKING PAPERS

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

WORK IN PROGRESS

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

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 & WORKSHOPS

- 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

TEACHING

Marketing Analytics (Master of Marketing)
Data-based Storytelling (Master of Marketing & Bachelor of Economics and Social Sciences)
Data literacy (Elective for all Master's and Bachelor's programs)
Marketing Research (Bachelor of Economics and Social Sciences)

SERVICE

Reviewer	Computational Statistics
Student Representation	PhD Economics and Social Sciences, Master Economics, University Senate

PUBLICATIONS IN OTHER FIELDS

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