

# DANIEL WINKLER

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Department of Marketing  
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## EMPLOYMENT

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### 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

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### 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

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

## PUBLICATIONS

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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

## WORKING PAPERS

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### Separating the Artist from the Art: Social Media Boycotts, Platform Sanctions, and Music Consumption (*under review at Journal of Marketing Research*)

with Nils Wlömert and Jūra Liaukonytė

### The Impact of Social Media on Music Demand: Evidence from a Quasi-Natural Experiment (*reject and resubmit at Frontiers in Marketing Science*)

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

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

*(under review at PNAS Nexus)*

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

## **Elevated fibrinogen-albumin ratio is an adverse prognostic factor for patients with primarily resected gastroesophageal adenocarcinoma** *(Revise and resubmit at Journal of Cancer Research and Clinical Oncology)*

with Gerd Jomrich, Winny Yan, Dagmar Kollmann, Ivan Kristo, Hannah Pühr, Aysegül Ihan-Mutlu, Marlene Hollenstein, Reza Asari, and Sebastian F. Schoppmann

## **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

### **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**

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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

## **TEACHING**

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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**

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Reviewer

Student Representation

Computational Statistics

PhD Economics and Social Sciences, Master Economics, University Senate