

# Lachlan Deer

Assistant Professor of Marketing, Tilburg University  
Warandelaan 2, Tilburg, Netherlands 5037 AB

✉ [lachlan.deer@gmail.com](mailto:lachlan.deer@gmail.com) 🌐 [lachlandeer](https://lachlandeer.com) 📄 [lachlandeer.github.io](https://lachlandeer.github.io) | Updated: April 21, 2023

## CURRENT EMPLOYMENT

Assistant Professor of Marketing, *Tilburg University*. From 2021

## PREVIOUS EMPLOYMENT

Postdoctoral Fellow, *Booth School of Business, University of Chicago*. 2019 - 2021

## PROFESSIONAL AFFILIATIONS

Co-lead, *Tilburg Science Hub, Tilburg University*. From 2022

Fellow, *Centre for Reproducible Science, University of Zurich*. 2019 - 2020

## EDUCATION

*University of Zurich*, Ph.D. in Economics (summa cum laude). 2013-2019

*University College London*, M.Sc in Economics (with Distinction). 2013

*University of Adelaide*, M.Phil in Economics. 2012

*University of Adelaide*, Bachelor's Degree in Economics (with First Class Honours). 2009

## RESEARCH INTERESTS

Quantitative Marketing, Digital Marketing, Advertising, Political Marketing, Applied Econometrics, Media Economics.

## PUBLICATIONS

R. Bouchouicha, **L. Deer**, A. Eid, P. McGee, D. Schoch and H. Stojic, Y. Ygosse-Battisti and F. Vieider, 2019, "[Gender Effects and Loss Aversion: Yes, No, Maybe?](#)," *Journal of Risk and Uncertainty*, 59 (3), pp 171 - 184.

**L. Deer** and R-C. Bayer, 2016, "[Pledges of Commitment and Cooperation in Partnerships](#)," *Games* 7(1) Art. No. 4.

## WORKING PAPERS

C.S. Hsieh, **L. Deer**, M. Koenig and F. Vega Redondo, 2023, "[Riot Networks and the Tullock Paradox: An application to the Egyptian Arab Spring](#)."

**L. Deer**, P.K. Chintagunta and G.S. Crawford, 2022, "[Online Word of Mouth and the Performance of New Products](#)."

U Bergmann, **L. Deer** and J. Langer, 2022, "[Reproducible Computational and Empirical Economics Workflows Using Snakemake](#)"

G.S. Crawford, **L. Deer**, J. Smith and P. Sturgeon, 2017, "[The Regulation of Public Service Broadcasters: Should there be more advertising on television?](#)," CEPR Discussion Paper 12428

## WORK IN PROGRESS

N. Black, **L. Deer**, D. Johnston and J. Kunz, "[Are You Okay? The Effect of a National Peer-based Support Campaign on Mental Wellbeing and Suicide](#)."

**L. Deer** and J. Miller, "[Coarse Targeting of Political Messages: Evidence from the Spanish Language Divide in United States Elections](#)"

**L. Deer**, P.K. Chintagunta and G.S. Crawford, "[How does Advertising Influence Online Word of Mouth? Evidence from Twitter](#)."

## ACADEMIC PRESENTATIONS

2023: University of Adelaide, Deakin University MarTech Symposium, MASS2023.

2021: DigiEcon - Munich (Online, Discussant), Tinbergen Institute (Online).

2020: 13th Digital Economics Conference - Toulouse (Discussant).

2019: Judge Business School (Cambridge), ESADE, Rotterdam School of Management, Universidad Carlos III Madrid, London Business School, Erasmus School of Economics, Tilburg, Monash University, Deakin University, Massey University, EMAC, Marketing Dynamics, Marketing Science, Mallen21, Media and Digitization Workshop - University of Zurich.

2018: U Adelaide, Bocconi, Swiss IO Day, Marketing Science, EEA-ESEM, EARIE, Mallen20.

2017: UCSD Rady Marketing Lunch.

2016: Econometric Society - Australasian Meeting, Australian Conference of Economists.

2015: Zurich Workshop in Economics, ESA European Meeting.

2012: Econometric Society - Australasian Meeting.

2011: Econometric Society - Australasian Meeting, Australian Conference of Economists, Australia and New Zealand Workshop on Experimental Economics.

## AWARDS & RESEARCH GRANTS

### EXTERNAL

SNF Early PostDoc.Mobility Grant (Host Institute - Chicago Booth School of Business). 07/2019 - 03/2021

SNF Doc.Mobility Grant (Host Institution - Stanford GSB). 09/2016 - 05/2017

Australian Postgraduate Award. 2010-2012

### INTERNAL

TiSEM Excellent Teacher Award for "Social Media and Web Analytics" AY 2021/22

Dissertation Fellowship, University of Zurich. 2018-2019

Department Scholarship for PhD Students, University of Zurich. 2013-2018

## TEACHING EXPERIENCE

Tilburg University 2021 - now

[Social Media and Web Analytics](#) (Masters, Spring 2021, Spring 2022, Spring 2023)

[Digital and Social Media Strategies](#) (Bachelors, Fall 2022)

University of Zurich 2016-2021

[Programming Practices for Research in Economics](#) (3 week intensive course for PhD Students, Summer 2016 & Summer 2017, Winter 2020, Summer 2021).

[Programming Practices for Research in Economics: Foundations](#) (4 day intensive course for PhD Students, Winter 2019).

Software Carpentry and Data Carpentry 2016 - now

2-day programming workshops at [University of Vienna](#) (Dec 2022), [University of Twente](#) (Nov 2022), [University of Vienna and AUSSDA](#) (May 2022), [American University - Economics](#) (October 2020), [American University - Social Science](#) (October 2020), [UW - Milwaukee](#) (October 2020), [US Dept. of Agriculture](#) (July 2020), [University of Chicago Centre for Data and Computing](#) (June 2020), [Carnegie Mellon](#) (March 2020), [U Zurich](#) (February 2019), [University of Trento](#) (November 2018), [University of Geneva](#) (March 2018), [Karolinska Institute](#) (October 2017), [Stanford](#) (June 2017), [Federal Reserve Board of Governors](#) (May 2017) and [Federal Reserve in Kansas City](#) (Feb 2017).

## Thesis Advising

*Tilburg University*

2021-present

approx. 8 Master's theses per year

*University of Zurich*

2016-2019

8 × Bachelor's Theses, 4 × Master's Theses

## Guest Lectures & Workshops

*Monash University*

Winter 2023

Topic: Using Text as Data in Empirical Economics Research

*University of Adelaide*

Winter 2023

Topic: Introduction to Text as Data for Marketing Research

*PREDOC Summer Course in Social Science Analytics*

2021

Lecture Topic: Social Media Data and Text Analytics

## PROFESSIONAL ACTIVITIES

*Ad-hoc Refereeing*

Games, Information Economics and Policy, Journal of Economic Psychology, Journal of Economics and Statistics, Journal of Economic Behaviour and Organization.

*Workshops and Working Groups Organized*

Zurich Empirical Industrial Organization Group (2017, 2018, Lead Organizer), PhD Breakfast (2017, 2018, co-organized), Computational Economics Working Group (2016, 2018, co-organized), Zurich Workshop in Economics (2015, Lead Organizer).

*Community Engagement*

Lesson Maintainer for Data Carpentry - Introduction to R for Geospatial Data, (2018-2022)

Lesson Contributions to Software Carpentry and Data Carpentry: Data Organization in Spreadsheets for Social Scientists, Data Cleaning with OpenRefine for Social Scientists, Introduction to Geospatial Data with R, Data Analysis and Visualization in R (Ecology), Data Management with SQL for Ecologists, R for Reproducible Scientific Analysis.

## REFERENCES

On request.