Lachlan Deer

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FORTHCOMING EMPLOYMENT

Assistant Professor of Marketing, *Tilburg University*.   From 01/2021

CURRENT EMPLOYMENT

Postdoctoral Fellow, *Booth School of Business, University of Chicago*.   08/2019 - now

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

PROFESSIONAL AFFILIATIONS

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

RESEARCH INTERESTS

Quantitative Marketing, Digital Marketing, Text as Data, 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

L. Deer, P.K. Chintagunta and G.S. Crawford, 2019, "*Online Word of Mouth and the Performance of New Products*."

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 (Revise and Resubmit at IJIO).

WORK IN PROGRESS

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

F. Javier Barreda, **L. Deer**, CS. Hsieh, M. Koenig, G. Korkmaz and F. Vega Redondo, "*Endogenous Riot Networks.*"

L. Deer, "*Quantifying Product Buzz.*"

L. Deer, "*Trendy Topics: The Evolution of Research Topics and Methods in Leading Economics Journals.*"

ACADEMIC PRESENTATIONS

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 Univeristy, Massey University, EMAC, Marketing Dynamics, Marketing Science, Mallen21, Media and Digitization Workshop - Univeristy 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 - 12/2020
SNF Doc.Mobility Grant (Host Institution - Stanford GSB).	09/2016 - 05/2017
Econometric Society Travel Grant.	2012
Australian Postgraduate Award.	2010-2012

INTERNAL

Dissertation Fellowship, University of Zurich.	2018-2019
Department Scholarship for PhD Students, University of Zurich.	2013-2018
Excellence in Masters Thesis Research, University of Adelaide.	2012
Certificate of Teaching Excellence, University of Adelaide.	2010
Legg Mason Asset Management Scholarship, University of Adelaide.	2008
School of Economics Merit List, University of Adelaide.	2005-2007
Summer Research Scholarship, University of Adelaide.	2006

TEACHING EXPERIENCE

As (Co-)Lead Instructor

Tilburg University 2021

Research in Social Media (Masters, Spring 2021)

University of Zurich 2016-2020

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

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

Software Carpentry and Data Carpentry 2016-2020

2-day programming workshops at American Univeristy (October 2020, ×2) 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

University of Zurich 2016-2019

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

PROFESSIONAL ACTIVITIES

Ad-hoc Refereeing

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

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

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.