

# 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: January 20, 2025

## CURRENT EMPLOYMENT

Assistant Professor of Marketing, *Tilburg University*.

From 2021

## PREVIOUS EMPLOYMENT

Postdoctoral Fellow, *Booth School of Business, University of Chicago*.

2019 - 2021

## 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, Public Policy.

## PUBLICATIONS

L. Deer, S. Adler, H. Datta, N. Mizik and M. Sarstedt, *forthcoming*, "[Toward Open Science in Marketing Research](#)", *International Journal of Research in Marketing*.

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

N. Black, L. Deer, D. Johnston and J. Kunz, 2025, "[Are You Okay? The Effect of a National Peer-based Support Campaign on Mental Wellbeing and Suicide](#)". *R&R at Journal of Marketing*.

A. Brodeur, D. Valenta, A. Marcoci, J.P. Aparicio D. Mikola, B. Barbarioli, R. Alexander, L. Deer, T. Stafford, L. Villhuber, ..., 2025, "[Comparing Human-Only, AI-Assisted, and AI-Led Teams on Assessing Research Reproducibility in Quantitative Social Science](#)", *I4R Discussion Paper Series No. 195*, *Submitted*.

L. Deer, C.S. Hsieh, M. Koenig and F. Vega Redondo, 2024, "[Social Networks and Collective Action in Large Populations: An Application to the Egyptian Arab Spring](#)". *Submitted*.

A. Brodeur, D. Mikola, N. Cook, ..., L. Deer, ..., 2024, "[Mass Reproducibility and Replicability: A New Hope](#)". *I4R Discussion Paper Series No. 107* *Submitted*.

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*.

## SELECTED WORK IN PROGRESS

S. Banerjee, L. Deer, D. McCarthy and J. Liaukonyte, *"Consumer Switching Behaviour After Mergers in Oligopolistic Industries."*

L. Deer and Y. Lee, *"Social Norms and Information Acquisition."*

N. Huntington-Klein, C. Portner, . . . , L. Deer, . . . , *"The Sources of Researcher Variation in Economics."*

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."*

## REPLICATION REPORTS

L. Deer, S. Ellingsrud, A.H. Kordt and F. Heuer, 2023, *"Replication Report: Concentration Bias in Intertemporal Choice"*, I4R Discussion Paper Series No. 42.

## META-SCIENCE PROJECTS

Co-author, event organizer and replicator in the [Institute for Replication's AI Games](#).

Co-author and replicator in the [Institute for Replication's First and Third Meta Papers](#).

Co-author and replicator in the [Many Economists Project](#).

## ACADEMIC PRESENTATIONS

2024: Marketing Science, University of Melbourne, Workshop on Digital Markets (WDM), Renmin University Business School, Australian Conference of Economists, Australasian Meeting of the Econometric Society.

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

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 Top Talent Award.	AY 2022/23
TiSEM Excellent Teacher Award.	AY 2021/22
Dissertation Fellowship, University of Zurich.	2018-2019
Department Scholarship for PhD Students, University of Zurich.	2013-2018

## TEACHING EXPERIENCE

<i>Tilburg University</i>	2021 - present
---------------------------	----------------

[Social Media and Web Analytics](#) (Masters, [Spring 2021](#), [Spring 2022](#), [Spring 2023](#), [Spring 2024](#), Spring 2025)

[Digital and Social Media Strategies](#) (Bachelors, Fall 2022, Fall 2023, [Fall 2024](#))

<i>University of Zurich</i>	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).

<i>Software Carpentry and Data Carpentry</i>	2016 - present
--	----------------

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

<i>Tilburg University</i>	2021-present
---------------------------	--------------

8-12 Master's theses per year

<i>University of Zurich</i>	2016-2019
-----------------------------	-----------

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

## Guest Lectures & Workshops

<i>Monash University</i>	Winter 2023
--------------------------	-------------

Topic: Using Text as Data in Empirical Economics Research

<i>University of Adelaide</i>	Winter 2023
-------------------------------	-------------

Topic: Introduction to Text as Data for Marketing Research

<i>PREDOC Summer Course in Social Science Analytics</i>	2021
---	------

Lecture Topic: Social Media Data and Text Analytics

## PROFESSIONAL ACTIVITIES

### *Ad-hoc Refereeing*

Information Economics and Policy, International Journal of Research in Marketing, Journal of Economic Behaviour and Organization, Journal of Economic Psychology, Journal of Behavioural and Experimental Economics, Games, Journal of Economics and Statistics, Peer Community in Registered Reports.

### *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*

Faculty Ambassador - TiSEM, [Open Science Community Tilburg](#) (2023 - present).

Co-lead, [Tilburg Science Hub](#), Tilburg University (2022-present).

Fellow, [Centre for Reproducible Science](#), University of Zurich (2019 - 2020).

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.