

# Lachlan Deer

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## 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

Faculty Ambassador - TiSEM, Open Science Community Tilburg. From 2023

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, Health

## 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, S. Adler, H. Datta, N. Mizik and M. Sarstedt, 2024, "*Toward Open Science in Marketing Research*"

N. Black, L. Deer, D. Johnston and J. Kunz, 2023, "*Are You Okay? The Effect of a National Peer-based Support Campaign on Mental Wellbeing and Suicide*."

C.S. Hsieh, L. Deer, M. Koenig and F. Vega Redondo, 2023, "*Social networks and collective action in large populations: An application to the Egyptian Arab Spring*."

L. Deer, S. Ellingsrud, A.H. Kordt and F. Heuer, 2023, "*Replication Report: Concentration Bias in Intertemporal Choice*."

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.”

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

## META-SCIENCE PROJECTS

Co-author and replicator in the [Institute for Replication’s AI Games](#)

Co-author and replicator in the [Institute for Replication’s First Meta Paper](#)

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

## ACADEMIC PRESENTATIONS

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

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

*Tilburg University*

2021 - present

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

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

*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 - 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

*Tilburg University*

2021-present

8-12 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.