

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

EDUCATION

University of Zurich, Ph.D. in Economics (summa cum laude). 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

Substantive: Digital Marketing, Media Markets, Public Policy.

Methodological: Structural Econometrics, Causal Inference, Text Analytics, Social Network Analysis.

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

N. Black, L. Deer, D. Johnston and J. Kunz, 2024, "[Are You Okay? The Effect of a National Peer-based Support Campaign on Mental Wellbeing and Suicide](#)". *R&R at Journal of Marketing*.

L. Deer, S. Adler, H. Datta, N. Mizik and M. Sarstedt, 2024, "[Toward Open Science in Marketing Research](#)", *R&R at International Journal of Research in Marketing*.

A. Brodeur, D. Mikola, N. Cook, ..., L. Deer, ... , 2024, "[Mass Reproducibility and Replicability: A New Hope](#)", *Submitted*.

C.S. Hsieh, L. Deer, M. Koenig and F. Vega Redondo, 2024, "[Social networks and collective action in large populations: An application to the Egyptian Arab Spring](#)", *Submitted*.

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](#)".

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, ... , 2024, "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".

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 and Second Meta Papers](#).

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

ACADEMIC PRESENTATIONS

2024 (including forthcoming): Marketing Science, Australian Conference of Economists, University of Melbourne, Econometric Society Australasian Meeting.

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

2021: DigiEcon (Online, Discussant, LMU Munich), Tinbergen Institute (Online), Complex Data in the Study of Politics and Conflict (Online, Universitat Pompeu Fabra).

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

Swiss National Science Foundation, *Early PostDoc.Mobility Grant*, Value: CHF 125,000. 07/2019 - 03/2021

Host Institute: University of Chicago Booth School of Business.

Swiss National Science Foundation, *Doc.Mobility Grant*, Value: CHF 45,000. 09/2016 - 05/2017

Host Institution: Stanford GSB.

Australian Postgraduate Award. 2010-2012

Internal

Top Talent Award, Tilburg School of Economics and Management.	AY 2022/23
Excellent Teacher Award, Tilburg School of Economics and Management.	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, Fall 2024).

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), [University of Wisconsin - Milwaukee](#) (October 2020), [US Dept. of Agriculture](#) (July 2020), [University of Chicago Centre for Data and Computing](#) (June 2020), [Carnegie Mellon University](#) (March 2020), [U Zurich](#) (February 2019), [University of Trento](#) (November 2018), [University of Geneva](#) (March 2018), [Karolinska Institute](#) (October 2017), [Stanford University](#) (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

[University of Adelaide](#) Winter 2023

Topic: Introduction to Text as Data for Marketing Research.

[Monash University](#) Winter 2023

Topic: Using Text as Data in Empirical Economics 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, Peer Community in Registered Reports.

Workshops and Working Groups Organized

Tilburg AI Replication Games (2024, forthcoming), 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, Tilburg School of Economics and Management, 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.