

DANIEL WINKLER

Vienna University of Economics and Business

Department of Marketing

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EDUCATION

University of New South Wales

Postdoctoral Fellow in School of Marketing

2025 – present

Vienna University of Economics and Business

Ph.D. in Economics and Social Sciences (Mathematics in Economics and Business)

2019 – 2025

- Research Associate, Institute for Retailing & Data Science

2021 – 2025

- Research Associate, Institute for Interactive Marketing & Social Media

2019 – 2021

Cornell University, SC Johnson College of Business

Visiting Ph.D. Student in Marketing (host: Prof. Jūra Liaukonytė)

April 2024

University of New South Wales Business School

Visiting Ph.D. Student in School of Marketing (host: Prof. Harald J. van Heerde)

May – July 2024

Hebrew University, Arison School of Business

Visiting Ph.D. Student in Data Science Department

(hosts: Prof. Jacob Goldenberg & Prof. Lev Muchnik)

May – July 2022

Vienna University of Economics and Business

M.S. in Economics with major in Mathematics

2016 – 2019

B.S. in Economics and Social Sciences with major in Economics

2013 – 2016

RESEARCH INTERESTS

Quantitative Marketing; Platform & Social Media Analytics; Economics of the Music Industry

WORKING PAPERS

The Effects of Business Leaders' Written Language on Public Reactions in Live Online Forums

with Valentyna Melnyk, Valeria Noguti, and Harald J. van Heerde

Separating the Artist from the Art: Social Media Boycotts, Platform Sanctions, and Music Consumption

with Nils Wlömert and Jūra Liaukonytė

The Impact of Social Media on Music Demand: Evidence from a Quasi-Natural Experiment

with Christian Hotz-Behofsits, Nils Wlömert, Dominik Papies, and Jūra Liaukonytė

Negative Spillover Effects of Opt-out Defaults: Evidence from Organ Donation Policies

with Pascal Güntürkün, Sinika Studte, Michel Clement, Eva-Maria Merz, Jonathan Tan, Elisabeth Huis in 't Veld, and Eamonn Ferguson

A Bayesian Survival Model for Time Varying Coefficients and Unobserved Heterogeneity

with Peter Knaus

CONFERENCE PROCEEDINGS

Music Genres Reconsidered: Challenging Established Genres with a Data-driven Approach (*55th Annual Hawaii International Conference on System Sciences*)

with Christian Hotz-Behofsits and Nils Wlömert,

WORK IN PROGRESS

The Personal Side of Human Brands: How Human Brand Messages on Social Media Drive Brand Consumption and Engagement

with Christian Hotz-Behofsits, Nils Wlömert, and Harald J. van Heerde

The Hot 100 - The Influence of Weather Patterns and Music Consumption

with Vartan Bal and Valentyna Melnyk

The Path to Fame - Exploiting Curator Networks to Predict Human Brand Success

(presented at the Workshop for Information Systems and Economics, Marketing Science Conference, EMAC Doctoral Colloquium, EMAC Annual Conference, and Economics of the Music Industry)

with Nils Wlömert, Lev Muchnik, and Jacob Goldenberg

B-DiD - A Dynamic Bayesian Approach to Difference-in-Differences

(presented at Marketing Science Conference)

with Peter Knaus and Pascal Güntürkün

Political Polarization Indices for Top Music Artists

with Jūra Liaukonytė and Nils Wlömert

CONFERENCES

2024 Marketing Science Conference

2023 Difference-in-Differences Workshop (University of New South Wales)

Marketing Analytics Symposium Sydney, Marketing Science Conference,
EMAC Doctoral Colloquium, EMAC Annual Conference, Bayes Comp

2022 Web & API scraping Workshop (University of New South Wales)

Marketing Analytics Symposium Sydney, Marketing Science Conference,
Economics of the Music Industry,

International Society for Bayesian Analysis World Meeting

2021 Workshop on Information Systems and Economics, Marketing Science Conference

International Society for Bayesian Analysis World Meeting

SOFTWARE

shrinkDSM: Efficient Bayesian Inference for Dynamic Survival Models with Shrinkage ([*CRAN*](#))

with Peter Knaus

RClickhouse: A 'DBI' interface for the ClickHouse database ([*CRAN*](#))

with Christian Hotz-Behofsits, Luca Rauchenberger, Peter Knaus, Clemens Danninger, and Simon Stiebellehner

Chartmetric.jl: API interface for the Chartmetric music data API ([*GitHub*](#))

JSONLines.jl: Out-of-memory, parallel processing library for JSONLines files ([*GitHub*](#))

TEACHING

Instructor, Marketing Analytics (Master of Marketing)
Instructor, Data-based Storytelling (Master of Marketing & Bachelor of Economics and Social Sciences)
Instructor, Data literacy (Elective for all Master's and Bachelor's programs)
Instructor, Marketing Research (Bachelor of Economics and Social Sciences)
Instructor, Inferring Treatment Effects Through Quasi Experiments-
The Difference-in-Differences Estimator and its Extensions (Workshop at UNSW Data Science Hub)
Instructor, Web and API scraping (Workshop at UNSW School of Marketing)

SERVICE

Reviewer	Computational Statistics
Student Representation	PhD Economics and Social Sciences, Master Economics, University Senate
Civil Servant	Austrian Service Abroad
Instructor	Cultural awareness and inter-cultural communications workshops

PROFESSIONAL EXPERIENCE

Music Industry, Federal Music Industry Association/GfK Entertainment. 2022 – Present
Developing and deploying large-scale fraud detection models for on-demand music consumption in one of the world's top five music markets, using multi-billion observation datasets

Researcher, Medical University of Vienna. 2018–2023
Conducting statistical analyses for the Department of Surgery and Comprehensive Cancer Center

PUBLICATIONS IN OTHER FIELDS

Systemic Immune-Inflammation Index (SII) Predicts Poor Survival in Pancreatic Cancer Patients Undergoing Resection (*Journal of Gastrointestinal Surgery*)
with Gerd Jomrich, Elisabeth S. Gruber, Marlene Hollenstein, Michael Gnantand, Klaus Sahora, and Martin Schindl, 2020

Expression of FGF8, FGF18, and FGFR4 in Gastroesophageal Adenocarcinomas (*Cells*)
with Gerd Jomrich, Xenia Hudec, Felix Harpain, Gerald Timelthaler, Thomas Mohr, Brigitte Marian, and Sebastian F. Schoppmann, 2019

MK2 and ETV1 Are Prgonistic Factors in Esophageal Adenocarcinomas (*Journal of Cancer*)
with Gerd Jomrich, Florian Maroske, Jasmin Stieger, Matthias Preusser, Aysegül Ilhan-Mutlu, Ivan Kristo, Matthias Paireder, and Sebastian F. Schoppmann, 2018

OTHER

Programming Software: R, Python, Julia, C++, Matlab (basics), STATA (basics)

Languages: German (native), English (bilingual proficiency), Spanish (beginner), Hebrew (beginner)

Interests: Mountain biking, hiking, running

REFERENCES

Nils Wlömert (Chair)

Professor

Department of Marketing

Vienna University of Economics and Business

nils.wloemert@wu.ac.at

Sylvia Frühwirth-Schnatter

Professor

Institute for Statistics and Mathematics

Vienna University of Economics and Business

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Jūra Liaukonytė

Professor of Marketing and Applied Economics

SC Johnson College of Business

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Dominik Papies

Professor

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Eberhard Karls University Tübingen

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