

Remi Daviet

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Research Interests

Data-Driven Insights, Decisions, and Automation with Artificial Intelligence (AI):

- Methodology: Machine Learning / AI, Bayesian Statistics, Quantitative Modelling
- Applications: Advertising, Unstructured data analysis and generation (images and language)

Understanding Consumer Biology:

- Methodology: Consumer Physiology, Consumer Neuroscience, Consumer Genomics
- Applications: Consumer Aging, Using biological data to understand the marketplace, Understanding the antecedents and effects of consumption

Academic Positions

Assistant Professor in Marketing | 2021 - Present

Wisconsin School of Business, University of Wisconsin-Madison

Post-Doctoral Researcher | 2018 – 2021

Wharton Marketing Department, University of Pennsylvania

Supervision: Gideon Nave & Eric Bradlow

Education

Ph.D. Economics | University of Toronto | 2014 - 2018

- Dissertation: Methods for Statistical Analysis and Prediction of Choice
- Honors: Distinction in Econometrics - Major: Econometrics / Minor: Industrial Organization

M.Sc. Economics | University of Montreal

M.B.A. | Laval University

B.Sc. Management | University of Lausanne (HEC)

Other Professional Experience

IT & Digital Marketing Consulting (company founder) | Daviet Innovation Inc. 2011-2014

Academic Papers (* for equal contribution)

Accepted & Published

1. “The Value of Genetic Data in Predicting Preferences: A Study of Food Taste”,
Journal of Marketing Research (forthcoming), R. Daviet*, G. Nave*
2. “A test of attribute normalization via a double decoy effect”, *Journal of Mathematical Psychology* (2023), R. Daviet*, R. Webb*
3. “Hamiltonian Sequential Monte Carlo with Application to Consumer Choice Behavior”,
Econometric Reviews (2023), M. Burda*, R. Daviet*
4. “Genetic Data: Potential Uses and Misuses in Marketing”,
Journal of Marketing (2022, lead article), R. Daviet*, G. Nave*, Y. Wind
 - Finalist for the Shelby D. Hunt-Harold H. Maynard Award 2022

5. "Associations between alcohol consumption and gray and white matter volumes in the UK Biobank", *Nature Communications* (2022), R. Daviet, G. Aydogan, K. Jagannathan, N. Spilka, P. Koellinger, H. Kranzler, G. Nave, R. Wetherill
6. "Genetic Underpinnings of Risky Behavior Relate to Altered Neuroanatomy", *Nature Human Behaviour* (2021), G. Aydogan, R. Daviet, R. Karlsson Linnér, T. A. Hare, J. W. Kable, H. R. Kranzler, R. R. Wetherill, C. C. Ruff, P. D. Koellinger, G. Nave
7. "Reflecting on the Evidence: A Reply to Knight, McShane, et al. (2020)", *Psychological Science* 31-7 (2020), G. Nave*, R. Daviet*, A. Nadler, D. Zava, C. Camerer

Under Review & Revision Invited

8. "Applications with Limited but Diverse Data: Improving Prediction and Uncertainty Estimation with Bayesian Deep Learning", *Marketing Science* (Reject & Resubmit), R. Daviet
9. "Biological age and its value to marketing theory and practice", *Journal of Marketing* (Under Review, Round 2), S. Shaw, R. Daviet, G. Nave
10. "Leveraging Generative AI to Create Visual Content in Digital Advertising", *Marketing Science* (R&R), R. Daviet, Y. Nishimura

Working Papers

11. "Market-Informed Product Design: A Bayesian Deep Learning Approach", R. Daviet, M. Hademer
12. "Leveraging the Social Network Structure of Influencers to Understand and Predict User Engagement", P. Malhotra, R. Daviet.
· AMA Summer Conference 2022, Best Marketing Analytics, AI, and Machine Learning Paper
13. "Reference Points in Multi-Attribute Value Normalization", R. Daviet
14. "Multialternative Drift Diffusion Model Estimation with Path Splitting", R. Daviet
15. "Sequential Monte Carlo for Hierarchical Bayes with Large Datasets", R. Daviet

Book Chapters

16. "Uses and Misuses of Genetic Data in Precision Retail", R. Daviet*, G. Nave*, in *Precision Retailing* (2023), L. Dube, N. Yang, M. Cohen, B. Monla. *University of Toronto Press*.

Work in Progress

17. "The Face of Your Brand: Automated Model Casting and Visual Enhancement for Advertising", R. Daviet, G. Nave
18. "Creating Effective Digital Ads: Automatic Bayesian Combinatorial Design", C. Campbell*, R. Daviet*, N. Morgan
19. "A Recommendation System with Hierarchical Bayes for Large Datasets", R. Daviet, Shervin Shahrokhi Tehrani, Y. Xu, Sharon Shahrokhi Tehrani
20. "The Design of Sustainable Choices: Integrating Deep Learning, Behavioral Insights, and Structural Analysis", J. Lim*, R. Daviet*, T. Jain

Conference Presentations

- 2024: INFORMS Marketing Science, ICAMA Osaka
- 2023: Choice Symposium (session organizer), Association for Consumer Research
- 2022: Theory and Practice in Marketing
- 2021: No conference participation (pandemic)
- 2020: INFORMS Marketing Science, UT Dallas Bass-Forms, Society for Consumer Psychology

- 2019: INFORMS Marketing Science, Sloan-Nomis Workshop on attention and choice, Workshop on Cognitive Foundations of Economic Behavior (NYU Stern),
- 2017: Society for Neuroeconomics (poster), Consumer Neuroscience Symposium, Canadian Econometric Study Group, Workshop for Interactions between Econometrics and Applied Microeconomics (poster)
- 2016: Canadian Econometric Study Group (poster), Fields Institute - New challenges for Big Data in Economics and Finance (poster)
- 2015: Canadian Doctoral Workshop in Applied Econometrics

Invited Seminars and Other Presentations

2025: Yale, University of Alberta, TU Munich

2024: Tokyo University of Science, Goethe University Frankfurt

2023: Vrije Universiteit Amsterdam, Goethe University Frankfurt, Northwestern University, Waseda University

2022: Journal of Marketing Webinar, Grenoble EM

2021: European Marketing Academy Conference - Special Session on Health and Technology, University of Hong Kong

2020: Rice, UW-Madison, UC Davis, Caltech Camerer Lab, Stanford

2019: U of Pennsylvania - Computational Behavioral Science Lab

Teaching

Honors: Toronto Economic Department Teaching Excellence Award (2015)

Teaching Interests:

Machine Learning & Marketing Analytics, Statistics (Bayesian, Traditional, Computational), Experimental and Behavioral Research, Decision Models, Data Driven Decision Making

Course Instructor:

- Bayesian Machine Learning for Marketing (UW-Madison, graduate)
- Business Analytics II, 2021-present (UW-Madison, Undergraduate)
- Experiments for Business Decision Making, 2020 (Wharton, MBA)
- Empirical Industrial Organization, 2017 (Toronto, Undergraduate)

Teaching Assistant: Various courses (Toronto), 2014 - 2017

- Undergraduate Level: Quantitative Methods in Economics (Business/Econ.), Econometrics (Econ.)
- Master Level: Econometrics (Master of Financial Economics), Stata / Matlab / R Departmental Assistant (Multicourse)
- Doctoral Level: Econometrics II (Econ.)

Student supervision:

- Ph.D. Student Supervision:
 - Yohei Nishimura (current)
 - Yijing Xu (current)
- Ph.D. Dissertation Committee Member:
 - Zitian Adam, University of Lausanne (2024)
 - Maysam Ardehali, University of Wisconsin-Milwaukee (2023)
- Master Student Supervision: UW-Madison (MSBA, M Comp. Sci.), U-Penn (M Decision Sci.)

Service

- Ad Hoc Reviewer:
 - Marketing / Management: Journal of Marketing Research, Marketing Science, Journal of Marketing, Journal of Consumer Research, Management Science, International Journal of Research in Marketing, MIS Quarterly.
 - Economics / Econometrics: Journal of Econometrics, Journal of Applied Econometrics, Journal of Applied Economics.
 - Other: Journal of Cognitive Psychology, Behavior Research Methods, Frontiers in Psychology, PNAS Nexus, NPJ Ageing (Nature Group), AI Magazine
- UW-Madison Committees and Organization:
 - Recruitment Committee (2023)
 - Organization of Marketing Brownbag Seminars and Department's Social (2022-2023)
 - Misc. Presentations: AC Nielsen Center Board Meeting (2022)
- Other Committees:
 - Scientific Committee: Platform Analytics 2023
- Collaboration with companies:
 - UXUS (Store Design and User Experience)
 - Marpipe (Digital Advertising)

Programming Skills

- Languages: Python, R, MATLAB, C/C++, CUDA (GPU), PHP, IoT Development
- Methods: Parallel Computing, GPU Computing (Nvidia), High Performance Computing
- Environment: Windows, Linux (Desktop/Server)

Academic Society Membership

- American Marketing Association (AMA), European Marketing Academy (EMAC), INFORMS/Marketing Science, Association for Consumer Research (ACR), Society for Judgment and Decision Making (SJDM), Society for Neuroeconomics (SNE), Society for Consumer Psychology (SCP)

Other Skills

- Languages: English (Fluent), French (Fluent), Japanese (Intermediate), German (Intermediate), Korean (Beginner), Chinese (Beginner)
- Music: Bass (5 strings), Piano, Drum, Computer Assisted Composition