

Remi Daviet

daviet@wisc.edu – www.remidaviet.com

Last update: 2024-03-09

Research Interests

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

- Methodology: Machine Learning / Deep Learning, Bayesian Statistics, Quantitative Modelling
- Applications: Advertising, Influencer Marketing, Product Development

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
 - Committee: Martin Burda (co-chair), Christian Gourieroux (co-chair), Andrew Ching, Ryan Webb
- 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. “Market-Informed Product Design: A Bayesian Deep Learning Approach”, *Marketing Science* (R&R), R. Daviet, M. Hademer

Working Papers

- 9. “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
- 10. “Reference Points in Multi-Attribute Value Normalization”, R. Daviet, Y. Zhang
- 11. “Multialternative Drift Diffusion Model Estimation with Path Splitting”, R. Daviet
- 12. “Sequential Monte Carlo for Hierarchical Bayes with Large Datasets”, R. Daviet

Book Chapters

- 13. “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

- 14. “Leveraging Generative AI in Digital Advertising: Visual Optimization of Ad Creatives”, R. Daviet, Y. Nishimura
- 15. “Biological age and its value to marketing theory and practice”, S. Shaw, R. Daviet, G. Nave
- 16. “The Face of Your Brand: Automated Model Casting and Visual Enhancement for Advertising”, R. Daviet, G. Nave
- 17. “Bayesian Automatic Ad Design: An Active Learning Approach”, C. Campbell*, R. Daviet*
- 18. “How Beliefs About Attributes Affect Product Value Perception”, R. Daviet*, L. Fei*

Conferences

- (session organizer) “Choices in the Platform Economy: Challenges and Opportunities” with S. Banerjee, I. Chakraborty, and A. Sen, Choice Symposium (2023)
- “Biological Age and Its Value to Consumer Research”, ACR (2023), Theory and Practice in Marketing (2022)
- “Bayesian Deep Learning for Small Datasets: Leveraging Information from Product Pictures”, INFORMS Marketing Science (2020)
- “Attribute Normalized Conjoint Analysis: A Neural Decision Model for Discrete Choice”, UT Dallas Frontiers of Research in Marketing Science (2020)
- “The Consumer DNA Revolution: Why Marketers Should Care About Genomic Data”, Society for Consumer Psychology (2020)
- “Sequential Optimal Inference for Experiments with Bayesian Particle Filters”, INFORMS Marketing Science (2019), Sloan-Nomis Workshop on attention and choice (2019), Workshop on Cognitive Foundations of Economic Behavior, NYU Stern (2019), Society for Neuroeconomics (poster, 2017), 7th Consumer

Neuroscience Symposium (2017), Canadian Econometric Study Group (2017), Workshop for Interactions between Econometrics and Applied Microeconomics (poster, 2017)

“Big Data for Demand Estimation: A Bi-Clustering Approach”, Econometric Study Group (poster, 2016), Fields Institute - New challenges for Big Data in Economics and Finance (poster, 2016)

“Bayesian Non-Parametric Inference for Discrete Choice Experiments with Multi-Dimensional Clustering”, Canadian Doctoral Workshop in Applied Econometrics (2015)

Invited Seminars and Other Presentations

2023: Vrije Universiteit Amsterdam (Jan.), Goethe University Frankfurt (Jan.), Northwestern University (April), Waseda University (December)

2022: Journal of Marketing Webinar (Jan.), Grenoble EM (July)

2021: European Marketing Academy Conference, Special Session on Health and Technology (May), University of Hong Kong (March)

2020: Rice (Nov.), UW-Madison (Oct.), UC Davis (Mar.), Caltech Camerer Lab (Mar.), Stanford (Feb.)

2019: U of Pennsylvania, Computational Behavioral Science Lab (Oct.)

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:

- 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. Dissertation Committee Member:
 - Maysam Ardehali, University of Wisconsin-Milwaukee (2023, expected)
- Master Student Supervision:
 - MSBA, UW-Madison (1 student)
 - M Comp. Sci, UW-Madison (1 student)
 - M Decision Sci., UPenn (1 student)

Service

- Ad Hoc Reviewer:
 - Marketing / Management: Journal of Marketing Research, Marketing Science, Journal of Marketing, Management Science, International Journal of Research in Marketing, MIS Quarterly.
 - Economics / Econometrics: Journal of Econometrics, Journal of Applied Econometrics, Journal of Applied Economics.
 - Other: Behavior Research Methods, Frontiers in Psychology, PNAS Nexus, NPJ Ageing (Nature Group).

- 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
- Sports: Capoeira, Inline Skating, Triathlon

References:

Gideon Nave, Wharton Marketing Department, University of Pennsylvania

Assistant Professor in Marketing

Email: gnave@wharton.upenn.edu

Phone: +1 215-898-8248

Eric Bradlow, Wharton Marketing Department, University of Pennsylvania

Professor of Marketing & Chairperson,

Vice Dean of Analytics at Wharton

Email: ebroadlow@wharton.upenn.edu

Phone: +1 215-898-8255