

Remi Daviet

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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. "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* (R&R), S. Shaw, R. Daviet, G. Nave
- 10. "Leveraging Generative AI to Create Visual Content in Digital Advertising", R. Daviet, Y. Nishimura, Under review at *Marketing Science*

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*

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: University of Alberta

2024: Tokyo University of Science

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:
 - 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: 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
- Sports: Capoeira, Inline Skating, Triathlon