Remi Daviet

Curriculum Vitae
remidaviet.com
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Research Interests

Using Artificial Intelligence (AI) for Insight, Decisions, and Automation

- Methodology: Machine Learning / AI, Bayesian Statistics, Quantitative Modeling
- Applications: Advertising, analysis and generation of unstructured data (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

Associate Professor of Marketing | 2026 onwards
INSEAD

Assistant Professor of Marketing | 2021 - 2026
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
- Supervision: Martin Burda, Christian Gourieroux
- Committee: Ryan Webb, Andrew Ching
- 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 (Founder)
Daviet Innovation Inc. | 2011 - 2014

Academic Papers

(equal contribution)*

Accepted & Published

1. **Biological Age and its Value to Marketing Theory and Practice**
   Steven Shaw, Remi Daviet, Gideon Nave
   Journal of Marketing (Forthcoming) (2026)
2. **Leveraging Generative AI to Create Visual Content in Digital Advertising**
   Remi Daviet*, Yohei Nishimura*
   Marketing Science (2026)

3. **Digital Platforms 2.0: Emerging Topics, Opportunities, and Challenges**
   S. Banerjee, I. Chakraborthy, H. Choi, H. Datta, R. Daviet, C. Farronato, M. Kim, A. Lambrecht, P. Machanda, A. Oery, A. Sen, M. Van Alstyne, P. Vana, K.C. Wilbur, X. Zhang, B. Zhou
   International Journal of Research in Marketing (2026)
4. **The Value of Genetic Data in Predicting Preferences: A Study of Food Taste**
   Remi Daviet*, Gideon Nave*
   Journal of Marketing Research (2024)
5. **A Test of Competing Theories of Attribute Normalization via a Double Decoy Effect**
   Remi Daviet*, Ryan Webb*
   Journal of Mathematical Psychology (2023)
6. **Hamiltonian Sequential Monte Carlo with Application to Consumer Choice Behavior**
   Martin Burda*, Remi Daviet*
   Econometric Reviews (2023)
7. **Genetic Data: Potential Uses and Misuses in Marketing**
   Remi Daviet*, Gideon Nave*, Yoram Wind
   Journal of Marketing (2022)
   Finalist for the 2022 Shelby D. Hunt/Harold H. Maynard Award
8. **Associations between alcohol consumption and gray and white matter volumes in the UK Biobank**
   Remi Daviet*, Gideon Nave*, Philipp Koellinger, Reagan Wetherill et Al.
   Nature Communications (2022)
9. **Genetic Underpinnings of Risky Behavior Relate to Altered Neuroanatomy**
   Gökhan Aydogan, Remi Daviet, Gideon Nave, Philipp Koellinger et Al.
   Nature Human Behaviour (2021)
10. **Reflecting on the Evidence: A Reply to Knight, McShane, et al. (2020)**
    Gideon Nave*, Remi Daviet*, Amos Nadler, David Zava, Colin Camerer
    Psychological Science (2020)

Under Review & Revision Invited

1. **Creating Effective Digital Ads: Automatic Bayesian Combinatorial Design**
   Remi Daviet*, Connor Campbell*, Neil Morgan
   R&R (Round 2) at the Journal of Marketing Research (2026)
2. **Deconstructing the Roles of Brand, Design, and Consistency in Consumer Choice**
   Jungeun Lim, Remi Daviet, Tanishka Jain
   Submitted to the Journal of Marketing Research (2026)
3. **Judging a Cover by its Book: Designing for Narrative-Visual Fit**
   Yijing Xu*, Remi Daviet*, Maria Hademer
   Submitted to the Journal of Marketing Research (2026)

Working Papers

1. **Managing Innovation Risk in Package Design with Bayesian AI-Assisted Creation**
   Remi Daviet, Jungeun Lim
   Working Paper (2024)
2. **Reference Points in Multi-Attribute Value Normalization**
   Remi Daviet
   Working Paper (2024)
3. **Leveraging the Social Network Structure of Influencers to Understand and Predict User Engagement**
   Pankhuri Malhorta*, Remi Daviet*
   Working Paper (2022)
   AMA Summer Conference 2022, Best Paper in Marketing Analytics, AI, and Machine Learning
4. **Multialternative Drift Diffusion Model: Estimation with Path Splitting**
   Remi Daviet
   Draft available on demand. (2020)

5. **Sequential Optimal Inference for Experiments with Bayesian Particle Filters**
   Remi Daviet
   Working Paper (2019)
6. **Inference with Hamiltonian Sequential Monte Carlo Simulators**
   Remi Daviet
   Arxiv (2018)

Work in Progress

1. **A Recommendation System with Hierarchical Bayes for Large Datasets**
   Remi Daviet*, Shervin Shahrokhi Tehrani*, Sharon Shahrokhi Tehrani
2. **The Design of Sustainable Choices: Integrating Deep Learning, Behavioral Insights, and Structural Analysis**
   Jungeun Lim*, Remi Daviet*, Tanishka Jain
3. **AI-driven Interpretable Visual Features for Demand Neuroforecasting**
   Brenden Eum, Remi Daviet, Shabnam Hakimi, Brian Knutson, Ryan Webb

Book Chapters

1. **Book Chapter: Uses and Misuses of Genetic Data in Precision Retail**
   Remi Daviet*, Gideon Nave*
   Precision Retailing (2023), L. Dube, N. Yang, M. Cohen, B. Monla, University of Toronto Press (2023)

Conference Presentations

2026 AI and Innovation Workshop - NYU (WAICI 2026), Choice Symposium (Session Participant)
2024 ICAMA Osaka, ISMS Marketing Science
2023 Association for Consumer Research, Choice Symposium (Session Organiser)
2022 Theory & Practice in Marketing
2021 EMAC
2020 ISMS Marketing Science, Society for Consumer Psychology (SCP), UT Dallas Bass-FORMS
2019 Sloan-Nomis Workshop on Attention and Choice, ISMS Marketing Science, Cognitive Foundations of Economic Behavior (NYU Stern)

Invited Seminars

2026 Waseda University
2025 Ohio State University, INSEAD, TU Munich (GenAI Lab), University of Alberta (Economics), Yale University
2024 Goethe University Frankfurt
2023 Waseda University, Northwestern University - Kellogg, Vrije Universiteit Amsterdam, Goethe University Frankfurt
2022 Grenoble EM, Journal of Marketing Webinar
2021 University of Hong Kong
2020 UW-Madison, Rice University, UC Davis, Caltech Camerer Lab, Stanford

Teaching

Courses

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

Award: Teaching Excellence Award (University of Toronto, 2015)

Student Supervision

- **Current PhD Students:** Yohei Nishimura, Jungeun Lim
- **Committee Member:**
  - Zitian Adam, University of Lausanne (2024)
  - Maysam Ardehali, University of Wisconsin-Milwaukee (2023)
- **Master Students:** UW-Madison, Wharton

Service

Reviewing

- **Marketing / Management:** Journal of Marketing Research, Marketing Science, Journal of Marketing, Journal of Consumer Research, Management Science, Quantitative Marketing and Economics, International Journal of Research in Marketing, MIS Quarterly.
- **Economics / Econometrics:** Journal of Econometrics, Journal of Applied Econometrics, Journal of Applied Economics.
- **Other:** European Research Council, Journal of Cognitive Psychology, Behavior Research Methods, Frontiers in Psychology, PNAS Nexus, NPJ Ageing (Nature Group), AI Magazine

Organization

- Symposium on AI in Marketing (Co-chair, 2024-2026)
- UW-Madison Marketing Seminars (2023-2026)

Computer Skills

- **Languages:** Python, R, MATLAB, C/C++, CUDA, PHP
- **Methods:** GPU/Parallel Computing, HPC
- **Environment:** Linux, Windows

Other Skills

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