Remi Daviet

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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

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. "Digital Platforms 2.0: Emerging Topics, Opportunities, and Challenges",
   IJRM (conditionally accepted), S. Banerjee, I. Chakraborty, H. Choi, H. Datta, R. Daviet, C. Farronato, M. Kim, A. Lambrecht, P. Manchanda, A. Oery, A. Sen, M. W. Van Alstyne, P. Vana, K. C. Wilbur, X. Zhang, B. Zhou
2. "The Value of Genetic Data in Predicting Preferences: A Study of Food Taste",
   Journal of Marketing Research (2024), R. Daviet*, G. Nave*
3. "A test of attribute normalization via a double decoy effect",
   Journal of Mathematical Psychology (2023), R. Daviet*, R. Webb*
4. "Hamiltonian Sequential Monte Carlo with Application to Consumer Choice Behavior",
   Econometric Reviews (2023), M. Burda*, R. Daviet*

5. "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
6. "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
7. "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
8. "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

9. "Leveraging Generative AI to Create Visual Content in Digital Advertising",
   Marketing Science (R&R, Round 1), R. Daviet, Y. Nishimura
10. "Biological age and its value to marketing theory and practice",
    Journal of Marketing (R&R, Round 2), S. Shaw, R. Daviet, G. Nave
11. "Creating Effective Digital Ads: Automatic Bayesian Combinatorial Design",
    Journal of Marketing Research (R&R, Round 1) R. Daviet, C. Campbell, N. Morgan,

Working Papers

12. "Managing Innovation Risk in Package Design with Bayesian AI-Assisted Creation", R. Daviet, J. Lim
13. "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
14. "Reference Points in Multi-Attribute Value Normalization", R. Daviet
15. "Multialternative Drift Diffusion Model Estimation with Path Splitting", R. Daviet
16. "Sequential Monte Carlo for Hierarchical Bayes with Large Datasets", R. Daviet

Book Chapters

17. "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

18. "Generating High-Performance Book Covers with AI-Driven Perceptual and Semantic Analysis",
    Y. Xu*, R. Daviet*, M. Hademer
19. "A Recommendation System with Hierarchical Bayes for Large Datasets", R. Daviet, Shervin Shahrokhi Tehrani, Y. Xu, Sharon Shahrokhi Tehrani
20. "Deconstructing the Roles of Brand, Design, and Consistency in Consumer Choice with Generative AI", J. Lim*, R. Daviet*, T. Jain
21. "The Design of Sustainable Choices: Integrating Deep Learning, Behavioral Insights, and Structural Analysis", J. Lim*, R. Daviet*, T. Jain
22. "AI-driven Interpretable Visual Features for Demand Neuroforecasting", B. Eum, R. Daviet, S. Hakimi, B. Knutson, R. Webb

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, INSEAD, Ohio State

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

Teaching Interests:

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

Honors: Toronto Economic Department Teaching Excellence Award (2015)

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)
  - Jungeun Lim (current)
  - Yuhan Chen (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, 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: Journal of Cognitive Psychology, Behavior Research Methods, Frontiers in Psychology, PNAS Nexus, NPJ Ageing (Nature Group), AI Magazine
- Conference organization:
  - Symposium on AI in Marketing, Co-chair (2023, 2024)
- UW-Madison Committees and Organization:
  - Marketing Seminars Organization (2023-2025)
  - 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)

Other Skills

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