Curriculum Vitae – Dr. Radu Tănase

Contact Information

University of Zürich
Chair for Marketing and Market Research
Andreasstrasse 15, 8050 Zürich, Switzerland
Phone: +41 (0) 44 634 29 18
Email: radu.tanase@uzh.ch

Web1:   http://www.market-research.uzh.ch
Web2:   https://lionstep.com
Web3   http://www.epiphany.li

Academic position

2018-   UNIVERSITY OF ZÜRICH, SWITZERLAND
               Postdoctoral Researcher at the Chair for Marketing and Market Research.

Education

2012-2018   UNIVERSITY OF ZÜRICH, SWITZERLAND
               PhD in Marketing (summa cum laude).
               Thesis: „Social Influence: Identification, Effect and Extensions".
               Advisors: Prof. Rene Algesheimer, Prof. Claudio J. Tessone.

2016-2017   JONES GRADUATE SCHOOL OF BUSINESS, RICE UNIVERSITY, HOUSTON, USA.
               Visiting scholar.
               Project: "The hidden influence. The other side of opinion leadership".
               Hosting advisor: Prof. Utpal Dholakia.

2010-2012   ETH ZÜRICH, SWITZERLAND
               Master of Science in Statistics. Focus: Theoretical Statistics.
               Thesis: „Estimating Causal Structures from Gaussian Structural Equations with Same Noise
               Variances".
               Supervisors: Prof. Peter Bühlmann, Dr. Jonas Peters.

2006-2009   ACADEMY OF ECONOMIC STUDIES, BUCHAREST, ROMANIA
               Bachelor in Economics. Major: Statistics.
               Thesis: "Intergenerational relationships. A Study on Students Living in Bucharest".
               Supervisors: Prof. Constanța Mihăescu, Dr. Ileana Gabriela Niculescu Aron.

Professional Experience

2015-   LIONSTEP AG, ZÜRICH, SWITZERLAND
               Co-founder and Chief Data Scientist.

2016-   EPIPHANY AG, SCHAAN, LICHTENSTEIN
               Data science consultant.

2014-2018   DEPARTMENT OF LINGUISTICS, UNIVERSITY OF ZÜRICH, SWITZERLAND
               Statistical consultant.

Research Grants, Scholarships and Third Party Funding

2016   URPP Social Networks, grant for research visit, The Hidden Influence. The Other Side of
               Opinion Leadership, Rice University, Houston, United States (18'000 CHF).

2016   UZH Graduate School of Business, grant for conference participation, Identifying influential
               individuals from time-varying social interactions, Seoul, South Korea (1000 CHF).

2015	UZH Graduate School of Business, grant for conference participation, Who do we follow? A new approach to identify influential individuals from time-varying social interactions, CCS, Phoenix, USA, 2015. (1000 CHF).
2015	Bocconi Business School, "Cermes", Opinion Dynamics on Online Forums, Co-investigator. (10'000 CHF).
2010	Dinu Patriciu Foundation, scholarship for studying in the Master program in Statistics at ETH Zurich (22'500 USD).

Academic services

Program committee member

2018	Workshop on Social Influence, ASONAM 2018, Barcelona, Spain.
2017	Workshop on Social Influence, ASONAM 2017, Sydney, Australia.
2016	Workshop on Social Influence, ASONAM 2016, San Francisco, USA.
2016	Conference on Computational Social Science (sub-reviewer), Helsinki, Finland.

Session chair

2016	NetSci-X conference on Network Science, Wroclaw, Poland.

Advanced trainings

2018	Crafting papers and responding to reviewers, Ajay Kohli (Scheller College of Business, Georgia Institute of Technology), one-day workshop, IMD Lausanne.
2016	Management of Complex Systems, Guido Caldarelli (IMT Institute for Advanced Studies, Lucca, Italy), one-week PhD workshop, University of Zürich.
2014	Theory Construction, Ajay Kohli (Scheller College of Business, Georgia Institute of Technology), one-day workshop, ETH Zurich.
2014	Inferential Network Analysis, Skyler Cranmer (Ohio State University, Columbus, United States), one-week PhD workshop, University of Zürich.
2014	Thematic School on Complex Networks, multiple instructors, two-weeks PhD summer school, Les Houches, France.
2013	Network Dynamics and Community Detection, Santo Fortunato (Aalto University), one-week PhD workshop, University of Zürich.
2013	Gridka: Big Data, Clouds and Grids, multiple instructors, one-week PhD summer school, Karlsruhe, Germany.
2012	Analyzing Social Network Dynamics & Peer Effects, Christian Steglich (University of Groningen), one-week PhD workshop, University of Zürich.

Teaching

As instructor

2019	Python - A non-technical introduction with applications to Marketing (MA lecture)
2018, 2019	Personal Branding and Social Media Marketing (BA lecture).
2016	Introduction to Network Science, University of Cambridge, UK (PhD seminar).
2015	Using R for Linguistic Analysis, University of Zürich (PhD seminar).

As teaching assistant

2017-2018	Social Media Marketing (MA seminar).
2015-2016	Internet and Social Media Marketing (BA seminar).

2015	Network Analytics (BA lecture).
2015	Marketing Analytics II (MA lecture, preparation of teaching materials).
2014-2015	Marketing and Social Networks II (MA seminar).
2013-2014	Marketing and Social Networks I (BA seminar).
2014	Advanced Modeling Techniques (MA seminar).

Supervision of theses

Completed Master theses

2019	Gabriela Sodani, Marketing for sustainable consumption.
2017	Sher Teng, Contexts that Affect Opinion Leadership: A Literature Review and An Experimental Test under Risk and Uncertainty.

Completed Bachelor theses

2019	Monica Butnariuc, Less is more: Marketing actions for reducing consumption.
2019	Lara Iten, Understanding the sustainability direction. A case study on Swiss companies.
2016	Carlo Schmid, Opinion mining and social influence on social media.
2015	Nils Schneider, Understanding social behavior by mining large datasets.
2015	Eva Schindler, A text mining approach to identify influential susceptible and expert users in online discussions forums.
2015	Patrik Schilter, Identifying experts, influencers, and susceptible users in online discussion forums.

Publications

Peer-reviewed articles

Tanase, R., Tessone, C. J., & Algesheimer, R. (2018). Identification of influencers through the wisdom of crowds. PloS one, 13(7), e0200109.

Schoenenberger, L., & Tanase, R. (2018). Controlling complex policy problems: A multimethodological approach using system dynamics and network controllability. Journal of Simulation, 12(2), 162-170.

Working papers

Tanase, R. & Algesheimer, R. The dark side of the connected consumer. When network connectivity slows down new product adoption.

Yang, Z., Tanase, R. & Algesheimer, R. The impact of user-generated-content on community participation.

Tanase, R. & Algesheimer, R. Estimating the joint effect of individual, dyad and product characteristics on the diffusion of new products.

Mariani, M., Tanase, R., Yang, Z., & Algesheimer, R. Understanding the diffusion of innovation through network experiments.

Refereed conference presentations

Tanase, R., Algesheimer, R. (2019). Switch or Repeat? The Hidden Effect of Social Influence on Purchase Behavior., Informs Marketing Science Conference, Rome, Italy.

Yang, Z., Tanase, R., Algesheimer, R. (2019). The differential effect of social and content related user generated content on customer acquisition., Informs Marketing Science Conference, Rome, Italy.

Tanase, R., Tessone, C.J., Algesheimer, R. (2016). Identifying Influential Individuals From Time-varying Social Interactions, Netsci Conference on Network Science, Seoul, South Korea.

Tanase, R., Tessone, C.J., Algesheimer, R. (2016). The Influence Potential. A New Approach to Identify Influential Individuals From Time-varying Social Interactions, Netsci-X Conference on Network Science, Wroclaw, Poland.

Schoenenberger, L., Tanase, R (2016). Controlling complex policy problems: a multi-methodological approach using system dynamics and network controllability, CCS Conference on Complex Systems, Amsterdam, Netherlands.

Tanase, R., Tessone, C.J., Algesheimer, R. (2015). Who do we follow? A new approach to identify influential individuals from time-varying social interactions, CCS Conference on Complex Systems, Phoenix, USA.

Edited Volumes

Algesheimer, R., Fruth, N. & Tanase, R. (eds., 2016): Giant Growth, www.giantgrowth.ch