

# Curriculum Vitae – Dr. Radu Tanase

## Contact Information

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## Education

- 10/2012–11/2018 **UNIVERSITY OF ZURICH, SWITZERLAND**  
**PhD. in Economics.**  
Thesis: "Social influence: Identification, effects and extensions."  
Supervisor: Prof. Rene Algesheimer.
- 09/2010-07/2012 **ETH ZURICH, 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.
- 09/2006-09/2009 **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.

## Academic and Professional Experience

- 2018 – present **UNIVERSITY OF ZÜRICH, SWITZERLAND**  
Postdoctoral Researcher at the Chair of Marketing for Social Impact  
Coordinator of the Marketing Analytics teaching program.
- 2015 - present **LIONSTEP AG, ZURICH, SWITZERLAND**  
Co-founder and Chief Data Scientist / Data Science Advisor.
- 2016 - present **EPIPHANY AG, SCHAAN, LICHTENSTEIN**  
Data science consultant (project based).
- 11/2016-03/2017 **RICE UNIVERSITY, HOUSTON (TEXAS), UNITED STATES**  
Visiting scholar.
- 2014 - 2018 **UNIVERSITY OF ZURICH, SWITZERLAND**  
Statistical consultant.

## Research Grants, Scholarships and Third Party Funding

- 2025 Advancing social sensing to trigger the large-scale diffusion of environmental action, Swiss National Science Foundation project (Co-PI, 376'782 CHF).
- 2024 UZH Open Innovation Grant for creating an evidence based framework for the use of generative AI in higher education (41'000 CHF).
- 2022 UZH Open Innovation Grant for developing an E-learning environment for teaching Marketing Analytics (40'000 CHF).
- 2016 URPP Social Networks, grant for research visit, The Hidden Influence. The Other Side of Opinion Leadership, Rice University, Houston, Texas (18'000 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).

## Awards

- 2025 EMAC-SHETH FOUNDATION SUSTAINABILITY RESEARCH AWARD  
Rother, K., Engeler I., Tanase R., & Algesheimer, R. Backfire Effects on Product Returns and Environmental Impact in e-Commerce.
- 2024 SWISS ACADEMY OF MARKETING SCIENCE IMPACT AWARD  
Rother K., Tanase, R., Natter M., Shen, L., Algesheimer, R. Voluntary Carbon Offsetting in Online Retailing: A Revealed-Preferences Perspective.

## Publications

### Peer-reviewed articles

Tanase, R., Mariani S.M., Algesheimer, R. (forthcoming). Integrating Behavioral Experimental Findings into Dynamical Models to Inform Social Change Interventions. *Nature Human Behaviour*.

Schoenenberger, L., Schmid, A., Tanase, R., Beck, M., & Schwaninger, M. (2021). Structural analysis of system dynamics models. *Simulation Modelling Practice and Theory*, 110, 102333.

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. (2017). Controlling Complex Policy Problems: A Multimethodological Approach Using System Dynamics and Network Controllability. *Journal of Simulation*, 1-9.

## Advanced working papers

Rother K., Tanase, R., Natter M., Shen, L., Algesheimer, R. Voluntary Carbon Offsetting in Online Retailing: A Revealed-Preferences Perspective. Under review.

Crestini G., Giuffredi-Kähr A., Tanase, R., Natter M., Quelle T. Does price transparency benefit or harm online retailers? A retailer and customer perspective. Under review.

Lazzaro, L., Mariani SM., Algesheimer, R., Tanase. A behavioral reinvestigation of the effect of long ties on social contagions. Under review. Working paper available [here](#).

Costa, D., Tanase, R., Algesheimer, R. A Longitudinal Analysis Using Twitter Data to Investigate the Effect of COVID-19 on Human Values and Derive Implications for Improving Crisis Management. To be re-submitted.

Costa, D., Tanase, R., Algesheimer, R. The Habitual Self: Counter-Intentional Habits as Main Barrier for Sustainable Food Choices. To be re-submitted.

Hitz., E., Feng, M., Lazzaro, L., Mariani SM., Algesheimer, R., Tanase, R. Dynamics of Social Influence in AI vs. Human Networks: An Exploration with ChatGPT. To be re-submitted. Working paper available [here](#).

Rother, K., Engeler I., Tanase R., & Algesheimer, R. Backfire Effects on Product Returns and Environmental Impact in e-Commerce. Working paper.

Giuffredi-Kähr A., Pimper, M., Blas Riesgo, S., Merian, S., Natter M., Tanase, R. Transparency in Online Shopping: The Impact of Displaying Historical After-Sales Performance Metrics on Return Rates and Purchase Likelihood. Working paper.

Feng, M., Mariani SM., Algesheimer, R., Tanase, R. Seeding early adopters only works in homophilous networks. Evidence from an agent based model calibrated with choice experiments. Working paper.

## Early-stage work

Lazzaro, L., Feng, M., Furrer, NA., Delvaux, M., Cammelli F., Mariani SM., Algesheimer, R., Adou Yao, CY., Tanase., R. Advancing social sensing to enable network interventions in the field. On-going project.

Zhang, H., Lazzaro, L., Furrer, NA., Cammelli F., Mariani SM., Addoah, T., Algesheimer, R., Garrett, RD., Tanase., R. Seeding interventions to increase participation in voluntary environmental programs. Evidence from a randomised controlled trial. On-going project.

Feng, M., Mariani SM., Algesheimer, R., Tanase, R. Estimating individual level social influence effects from observed purchases. On-going project.

## Presentations

Lazzaro, L., Feng, M., Furrer, N. A., Delvaux, M., Cammelli, F., Mariani, S. M., Algesheimer, R., & **Tanase, R.** (2025). Advancing social sensing to enable network interventions in the field. *IC2S2, Norrköping, Sweden*.

- Feng, M.**, Mariani, S. M., Algesheimer, R., & Tanase, R. (2025). From hubs to natural early adopters: Understanding the homophily transition behind the effectiveness of social change interventions. *IC2S2, Norrköping, Sweden*.
- Rother, K.**, Engeler, I., Tanase, R., & Algesheimer, R. (2025). The hidden costs of social media advertising: Backfire effects on product returns and environmental impact in e-commerce. *EMAC, Madrid, Spain*.
- Rother, K.**, Tanase, R., Natter, M., Shen, L., & Algesheimer, R. (2025). Pricing guilt: How consumers purchase voluntary carbon offsets in online retail. *EMAC, Madrid, Spain*.
- Giuffredi-Kähr, A., **Merian, S.**, Pimper, M., Blas Riesgo, S., Tanase, R., Natter, M., & Quelle, T. (2025). The impact of displaying after sales performance metrics on return rates. *EMAC, Madrid, Spain*.
- Poiaganova, M., Tanase, R.**, & Endres, T. A. (2025). Adaptive GenAI tutor for early skill acquisition. *AI in Teaching Forum @UZH (AI Toolbar poster)*.
- Tanase, R.** (2024). Interactive eLearning with custom extensions: R and Python programming. *OOTalks@UZH, Zurich, Switzerland*.
- Tanase, R.** (2024). An interactive e-learning environment for teaching Marketing Analytics. *Deep Dive on Self-Study Environments and AI @UZH, Zurich, Switzerland*.
- Zhang, H., Lazzaro, L., Furrer, N. A., Cammelli, F., Mariani, S. M., Addoah, T., Algesheimer, R., Garrett, R. D., & **Tanase, R.** (2024). Seeding interventions to increase participation in voluntary environmental programs: Evidence from a randomized controlled trial. *Sunbelt, Edinburgh, UK*.
- Tanase, R., Algesheimer, R., & **Mariani, S. M.** (2024). Unlocking the micro-macro link: Integrating behavioral experimental findings into dynamical models to inform social change interventions. *Sunbelt, Edinburgh, UK*.
- Feng, M.**, Mariani, S. M., Algesheimer, R., & Tanase, R. (2024). Seeding early adopters only works in homophilous networks: Evidence from an agent-based model calibrated with choice experiments. *Sunbelt, Edinburgh, UK*.
- Lazzaro, L.**, Mariani, S. M., Algesheimer, R., & Tanase, R. (2024). Diffusion processes as the observation units: A framework for experimental investigation. *Sunbelt, Edinburgh, UK*.
- Rother K.**, Tanase, R., Natter M., Shen, L., Algesheimer, R. (2024) Voluntary Carbon Offsetting in Online Retailing: A Revealed-Preferences Perspective. *ARCS, Los Angeles, USA*.
- Tanase, R., **Mariani, S. M.**, & Algesheimer, R. (2023). When and how individual behavioral models benefit seeding policies. *EMAC, Odense, Denmark*
- Tanase, R.**, Mariani, S. M., & Algesheimer, R. (2021). Optimising seeding strategies by incorporating empirical evidence into influence maximisation models. *Networks, online*.
- Tanase, R.**, Mariani SM., & Algesheimer, R. (2021) Optimising seeding strategies by incorporating empirical evidence into influence maximisation models. *ISMS Marketing Science, online*.
- Tanase, R.**, Mariani SM., Yang Z., & Algesheimer, R. (2020). Will it spread? The role of consumer susceptibility in the diffusion process. *Netsci, online*.

**Tanase, R.**, Mariani SM., Yang Z., & Algesheimer, R. (2020). Will it spread? The role of consumer susceptibility in the diffusion process. *ISMS Marketing Science, online*.

**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. (2016). The influence potential: A new approach to identify influential individuals from time-varying social interactions. *Netsci-X, Wroclaw, Poland*.

**Tanase, R.**, Tessone, C.J., Algesheimer, R. (2016). Identifying influential individuals from time-varying social interactions. *Netsci, Seoul, South Korea*

**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, Phoenix, USA*.

Note: Presenter in bold.

## Advanced trainings

- 2023 Seeding and Dissemination in User-Generated Content Networks, Andreas Lanz (HEC Paris), PhD workshop, University of Zurich.
- 2021 Certification in Business Sustainability Management, University of Cambridge (online).
- 2021 Didactica: Supervising students. What can we learn from evidence?, Pia Scherrer, ETH Zurich (online).
- 2021 Didactica: Key elements of flipped classrooms, Pascal Schmidt & Benno Volk, ETH Zurich (online).
- 2020 Didactica: Fostering interaction in lectures for large classes, Julia Kuark, University of Zurich (online).
- 2016 Management of Complex Systems, Guido Caldarelli (IMT Institute for Advanced Studies, Lucca, Italy), a one week PhD workshop, University of Zurich.
- 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), a one week PhD workshop, University of Zurich.
- 2014 Thematic School on Complex Networks, multiple instructors, a two weeks PhD summer school, Les Houches, France.
- 2013 Network Dynamics and Community Detection, Santo Fortunato (Aalto University), a one week PhD workshop, University of Zurich.
- 2013 Gridka: Big Data, Clouds and Grids, multiple instructors, a one week PhD summer school, Karlsruhe, Germany.
- 2012 Analyzing Social Network Dynamics & Peer Effects, Christian Steglich (University of Groningen), a one week PhD workshop, University of Zurich.

## Teaching

### ***As Research Associate at the Chair for Marketing and Market Research, University of Zurich***

HS23-25	Introduction to programming for marketing analytics (R/Python) (MA seminar, E-learning format).
HS20-25	Prototyping data science products (MA seminar)
FS21-25	R/Python – A non technical introduction to big data techniques, team work and interactive visualization with applications to marketing. (MA course)
HS19-22	Python – A non technical introduction with applications to Marketing (MA course)
HS20	Marketing for sustainable consumption (MA seminar)
HS18-HS20	Personal Branding and Digital Marketing (BA lecture)
HS17-HS18	Social Media Marketing (MA seminar)
HS16	Internet and Social Media Marketing (BA seminar)
HS15-HS16	Network Analytics (MA course)
FS14-FS15	Marketing and Social Networks II (MA seminar)
HS14	Marketing and Social Networks (BA seminar)

### ***As Statistical Consultant at the Department of Comparative Linguistics, University of Zurich***

Nov 2015	Using R for Linguistics Analysis (PhD seminar)
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### ***External courses***

July 2023	Introduction to programming with Python (Aargauische Kantonalbank, Zurich)
October 2022	Introduction to Python and Machine Learning (Cembra Money Bank, Zurich)
April 2016	Introduction to Network Science, University of Cambridge (PhD seminar).

## Supervision of theses

### ***Completed Master theses***

2024	Zhang Hui, Seeding interventions to increase participation in voluntary environmental programs. Thesis distinguished with the <a href="#">UZH Impact Award</a> .
2024	Hitz Eric, Dynamics of Social Influence in AI vs. Human Networks: An Exploration with ChatGPT.

- 2023 Han Jingshu, Social influence in online shopping. How to design controlled online shopping experiments.
- 2023 Hunn Michelle, Human activity recognition from wearable sensor data using supervised machine learning algorithms
- 2022 Criscione Cesarina, A scalable e-learning solution for large data science classes (nominated for the SDG Impact Award).
- 2022 Lazzaro Luca, Social influence in the lab. How to design online controlled experiments that manipulate core social influence variables.
- 2022 Feng Mingmin, The effect of online reviews on purchase decisions
- 2022 Francescone Matteo, Sustainability in the Swiss luxury watch industry and customer response
- 2022 Starchikova Valeriya, The role of brands and online reviews as quality signals for consumers' purchase decisions
- 2021 Butnariuc Monica, Mitigating climate change through sustainable food consumption. The diffusion of sustainable recipes.
- 2021 Di Lascia, Alessandro, Alternative Energy Sources in the Automobile Industry - Comparisons and Future Obstacles with Focus on Switzerland.
- 2020 Partelove Maria, The effect of social influence and variety seeking on individual choice behaviour.
- 2019 Sodani Gabriela, Marketing for Sustainable Consumption
- 2019 Tschudi Martino, Does innovativeness spread?
- 2017 Sher Teng, Contexts that Affect Opinion Leadership: A Literature Review and An Experimental Test under Risk and Uncertainty, 2017.

***Completed Bachelor theses***

- 2022 Keller Nic, Influencer Marketing: An empirical comparison of macro vs. micro influencer campaigns.
- 2021 Brunold Larissa, Sustainable consumer behavior: Implications for green constructions (nominated for the SDG Impact Award).
- 2019 Iten Lara, Understanding the sustainability direction. A case study on Swiss companies.
- 2021 Rogic Marina, Sustainable Food Consumption: How can Framing and Appeals to Self-Benefits contribute to Sustainable Consumer Behavior
- 2020 Nobrega Marina, Sustainable food consumption: Evidence from an online community.
- 2020 Girardi Mattia, Understanding complex social networks. The impact of social features on the diffusion process.
- 2020 Vukasinovic Emilija, Evaluating the CO2 Emissions and Environmental Impact of Common Food Products
- 2019 Butnariuc Monica, Less is more: Marketing actions for reducing consumption.
- 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.