

Curriculum Vitae – Dr. Radu Tanase

Contact Information

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URPP Social Networks
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Education

- 10/2012–11/2018 UNIVERSITY OF ZURICH, SWITZERLAND
PhD. in Economics.
My PhD thesis focused on computational models of behavior with an emphasis on social influence.
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 Buhlmann, 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 for Marketing and Market Research.
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

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 Univeristy, Houston, Texas (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, Identifying influential individuals from time-varying social interactions, Seoul, South Korea (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).

Publications

Peer-reviewed articles

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

Tanase, R., Mariani S.M., Algesheimer, R. Integrating Behavioral Experimental Findings into Dynamical Models to Inform Social Change Interventions. Under review.

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-K hr A., Tanase, R., Natter M., Quelle T. Does price transparency benefit or harm online retailers? A retailer and customer perspective. 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.

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. 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.

Hitz., E., Lazzaro, L., Mariani SM., Algesheimer, R., Tanase, R. Dynamics of Social Influence in AI vs. Human Networks: An Exploration with ChatGPT. Working paper.

Early-stage work

Giuffredi-K hr 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. 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.

Lazzaro, L., Furrer, NA., Cammelli F., Mariani SM., Algesheimer, R., Tanase., R. From local knowledge to network insights: leveraging key informants for strategic network interventions. On-going project.

Lazzaro, L., Mariani SM., Algesheimer, R., Tanase, R. Diffusion processes as the observation units: A framework for experimental investigation. On-going project.

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

Presentations

Tanase, R. An interactive e-learning environment for teaching Marketing Analytics, Deep Dive on Self-Study Environments and AI @UZH, Zurich, Switzerland, 2024.

Tanase, R. Interactive eLearning with custom extensions: R and Python programming, OOtalks@UZH, Zurich, Switzerland, 2024.

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, Sunbelt, Edinburgh, UK, 2024.

Tanase, R., Algesheimer, R., **Mariani, S.M.** Unlocking the micro-macro link: Integrating Behavioral Experimental Findings into Dynamical Models to Inform Social Change Interventions Sunbelt, Edinburgh, UK, 2024.

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, Sunbelt, Edinburgh, UK, 2024.

Lazzaro, L., Mariani, SM., Algesheimer, R., Tanase, R. Diffusion processes as the observation units: A framework for experimental investigation, Sunbelt, Edinburgh, UK, 2024.

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 SM.**, Algesheimer, R. When and how individual behavioral models benefit seeding policies, EMAC, Odense, Denmark, 2023.

Tanase, R., Mariani SM., Algesheimer, R. Optimising Seeding Strategies By Incorporating Empirical Evidence Into Influence Maximisation Models, Networks, online, 2021.

Tanase, R., Mariani SM., Algesheimer, R. Optimising Seeding Strategies By Incorporating Empirical Evidence Into Influence Maximisation Models, ISMS Marketing Science, online, 2021.

Tanase, R., Mariani SM., Yang Z., Algesheimer, R. Will it spread? The role of consumer susceptibility in the diffusion process, Netsci, online, 2020.

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

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. The Influence Potential. A New Approach to Identify Influential Individuals From Time-varying Social Interactions, Netsci-X, Wroclaw, Poland, 2016.

Tanase, R., Tessone, C.J., Algesheimer, R. Identifying Influential Individuals From Time-varying Social Interactions, Netsci, Seoul, South Korea, 2016.

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

Note: Presenter in bold.

Academic services

- Reviewer for scientific journals: Scientific reports, Applied Network Science, PlosOne, IEEE Access.
- Program committee member for the ASONAM Workshop on Social Influence (2017-2022)
- Co-organizer of the ASONAM Workshop on Social Influence (2024)

Advanced trainings

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| 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

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| HS23 | Introduction to R for Marketing Analytics (MA seminar, E-learning format) |
| HS19-23 | Prototyping data science products (MA seminar) |
| FS20-24 | R - A non technical introduction to big data techniques, team work and interactive visualization with applications to marketing. (MA course) |

HS19-23	Python - A non technical introduction with applications to Marketing (MA course)
HS20	Marketing for sustainable consumption (MA seminar)
HS17	Social Media Marketing (MA seminar)
HS15-HS16	Internet and Social Media Marketing (BA seminar)
HS15	Network Analytics (MA course)
FS14-FS15	Marketing and Social Networks II (MA seminar)
HS13-HS14	Marketing and Social Networks (BA seminar)
FS14	Advanced Modeling Techniques (MA seminar)

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

Nov 2015 Using R for Linguistics Analysis (PhD seminar)

External courses

July 2023	Introduction to programming with Python (Aargauische Kantonbank, 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.
2024	Hit 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.