

DAVID A. SCHWEIDEL

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Goizueta Business School
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EDUCATION

Ph.D. in Marketing,
The Wharton School of the University of Pennsylvania, August 2006

M.A. in Statistics,
The Wharton School of the University of Pennsylvania, August 2004

B.A. in Mathematics, minors in Economics and Actuarial Mathematics
University of Pennsylvania, 2001

ACADEMIC EXPERIENCE

Marketing Area, Goizueta Business School, Emory University

Professor of Marketing, 2018-Present

Marketing Area, McDonough School of Business, Georgetown University

Professor of Marketing, 2017 – 2018

Marketing Area, Goizueta Business School, Emory University

Goizueta Term Chair, 2015-2017

Caldwell Research Fellow, 2015-2017

Associate Professor of Marketing, 2012 – 2017

Marketing Department, University of Wisconsin-Madison

Associate Professor of Marketing, 2012

Assistant Professor of Marketing, 2006-2012

PUBLICATIONS

Schweidel, David A., Eric T. Bradlow and Patti Williams (2006), "A Feature-Based Approach to Assessing Advertisement Similarity," *Journal of Marketing Research*, 43 (2), 237-243

Schweidel, David A., Peter S. Fader and Eric T. Bradlow (2008), "Understanding Subscriber Retention Within and Across Cohorts Using Limited Information," *Journal of Marketing*, 72 (1), 82-94.

Schweidel, David A., Peter S. Fader and Eric T. Bradlow (2008), "A Bivariate Timing Model of Customer Acquisition and Retention," *Marketing Science*, 27 (5), 829-843.

Schweidel, David A. and Peter S. Fader, (2009) "Revisiting Dynamic Changepoints: An Evolving Process Model of New Product Sales," *International Journal of Research in Marketing*, 26 (2), 119-124.

Schweidel, David A. and Robert J. Kent (2010), "Predictors of the Gap between Program and Commercial Audiences: An Investigation Using Live Tuning Data," *Journal of Marketing*, 74 (3), 18-33.

Schweidel, David A., Eric T. Bradlow and Peter S. Fader (2011), "Portfolio Dynamics for Customers of a Multiservice Provider," *Management Science*, 57 (3), 471-486.

Moe, Wendy W., David A. Schweidel and Michael Trusov (2011), "What Influences Customers' Online Comments" *MIT Sloan Management Review*, 53 (1), 14-16.

Braun, Michael and David A. Schweidel (2011), "Modeling Customer Lifetimes with Multiple Causes of Churn," *Marketing Science*, 30 (5), 881-902.

Kent, Robert J. and David A. Schweidel (2011), "Introducing the Ad ECG: How the Set-top Box Tracks the Lifeline of Television," *Journal of Advertising Research*, 51 (4), 586-593.

Moe, Wendy W. and David A. Schweidel (2012), "Online Product Opinions: Incidence, Evaluation and Evolution," *Marketing Science*, 31 (3), 372-386.

Goldstein, Kenneth, David A. Schweidel and Mike B. Wittenwyler (2012), "Lessons Learned: Political Advertising and Political Law," *Minnesota Law Review*, 96 (5), 1732-1754.

Schweidel, David A. and George Knox (2013), "Incorporating Direct Marketing Activity into Latent Attrition Models," *Marketing Science*, 32 (3), 471-487.

Schweidel, David A., Young-Hoon Park and Zainab Jamal (2014), "A Multi-Activity Latent Attrition Model for Customer Base Analysis," *Marketing Science*, 33 (2), 273-286.

Johnson, Jennifer Wiggins, Joann Peck and David A. Schweidel (2014), "Can Purchase Behavior Predict Relationship Perceptions and Willingness to Donate," *Psychology & Marketing*, 31 (8), 647-659.

Park, Chang Hee, Young-Hoon Park and David A. Schweidel (2014), "A Multi-category Customer Base Analysis," *International Journal of Research in Marketing*, 31 (3), 266-279.

Schweidel, David A. and Wendy W. Moe (2014), "Listening in on Social Media: A Joint Model of Sentiment and Venue Format Choice," *Journal of Marketing Research*, 51 (4), 387-402, **lead article, finalist for Paul E. Green Award (2014), MSI Best Paper Award (2014), MSI Top Download Award (2014), finalist for William F. O'Dell Award (2019)**

Schweidel, David A., Natasha Foutz and Robin J. Tanner (2014), "Synergy or Interference: The Effect of Product Placement on Commercial Break Audience Decline," *Marketing Science*, 33 (6), 763-780, **lead article.**

Braun, Michael, David A. Schweidel and Eli Stein (2015), "Transaction Attributes and Customer Valuation," *Journal of Marketing Research*, 52 (6), 848-864.

Schweidel, David A. and Wendy W. Moe (2016), "Binge Watching and Advertising," *Journal of Marketing*, 80 (5), 1-19, **lead article, finalist for MSI/H. Paul Root Award (2017).**

Fossen, Beth L. and David A. Schweidel (2017), "Television Advertising and Online Word-of-Mouth: An Empirical Investigation of Social TV Activity," *Marketing Science*, 36 (1), 105-123, **finalist for John D.C. Little Award (2018).**

Zhang, Yuchi, Wendy W. Moe and David A. Schweidel (2017), "Modeling the Role of Message Content and Influencers in Social Media Rebroadcasting," *International Journal of Research in Marketing*, 34 (1), 100-119.

Fossen, Beth L., Michelle Andrews and David A. Schweidel (2017), "Sociodemographic versus Geographic Proximity in the Diffusion of Online Conversations," *Journal of the Association of Consumer Research*, 2 (2), 246-266.

Moe, Wendy W. and David A. Schweidel (2017), "Opportunities for Innovation in Social Media Analytics," *Journal of Product Innovation Management*, 34 (5), 697-702 (invited).

Wang, Yanwen, Michael Lewis and David A. Schweidel (2018), "A Border Strategy Analysis of Ad Source and Message Tone in Senatorial Campaigns," *Marketing Science*, 37 (3), 333-355, **lead article.**

Park, Chang Hee, Young-Hoon Park and David A. Schweidel (2018), "The Effects of Mobile Promotions on Customer Purchase Dynamics," *International Journal of Research in Marketing*, 35 (3), 453-470.

Kent, Robert J., Buffy Mosley and David A. Schweidel (2019), "Advertisements in DVR Time: The Shelf Life of Recorded Television Commercials in Drama, Reality, and Sports Programs," *Journal of Advertising Research*, 59 (1), 73-84.

Fossen, Beth L. and David A. Schweidel (2019), "Social TV, Advertising, and Sales: Are Social Shows Good for Advertisers?" *Marketing Science*, 38 (2), 274-295.

Fossen, Beth L. and David A. Schweidel (2019), "The Impact of Product Placement on Brand-Related Social Media Conversations and Website Traffic," forthcoming at *Marketing Science*.

Fossen, Beth L., Michael Lewis and David A. Schweidel (2019), "Examining Brand Strength of Political Candidates: A Performance Premium Approach," forthcoming at *Customer Needs and Solutions*.

WORKING PAPERS

Zhong, Ning and David A. Schweidel, "Capturing Changes in Social Media Content: A Multiple Latent Change-point Topic Model," under 3rd round review at *Marketing Science*

Berger, Jonah, Ashlee Humphreys, Stephan Ludwig, Wendy W. Moe, Oded Netzer and David A. Schweidel, "Using Text for Marketing Insights," under for 3rd round review at *Journal of Marketing*.

Du, Rex, Debanjan Mitra, Oded Netzer and David A. Schweidel, "Capturing Information to Fuel Growth," revising for 3rd round review at *Journal of Marketing*.

Berger, Jonah, Wendy W. Moe and David A. Schweidel, “What Makes Stories More Engaging? Continued Reading in Online Content,” revising for 2nd round review at *Journal of Marketing Research*

Mosley, Buffy, David A. Schweidel and Robert J. Kent, “Social TV Content and Television Consumption,” revising for 2nd round review at *Journal of Marketing*

Zhong, Ning and David A. Schweidel, “The Evolution of Online Reviews: A Dynamic Topic Model for Multiple Text Streams,” revising for resubmission to *Marketing Science*.

Chae, Inyoung, David A. Schweidel, Theodoros Evgeniou and V. Padmanabhan, “Does User-Generated Content Help Publishers? Analyzing Content Consumption in a Hybrid Environment,” under review at *Management Science*

BOOKS AND CHAPTERS

Moe, Wendy W. and David A. Schweidel (2014), *Social Media Intelligence*, Cambridge University Press.

Moe, Wendy W. and David A. Schweidel (2014), “Digital and Internet Marketing,” *The History of Marketing Science*, ed. Russ Winer and Scott Neslin, World Scientific Publishing Company.

Schweidel, David A. (2014), *Profiting from the Data Economy: Understanding the Roles of Consumers, Innovators and Regulators in a Data-Driven World*, FT Press Analytics.

Moe, Wendy W., Oded Netzer and David A. Schweidel (2017), “Social Media and User Generated Content Analysis,” *Handbook of Marketing Decision Models*, ed. Berend Wierenga and Ralf van der Lans, Springer.

DOCTORAL DISSERTATION SUPERVISION

Buffy Mosley (expected 2020)

Zhong, Ning, Assistant Professor of Marketing, Pennsylvania State University (advisor)

Fossen, Beth L., Assistant Professor of Marketing, Indiana University (advisor)

Winner, MSI Alden G. Clayton Doctoral Dissertation Proposal Competition (2015)

Winner, ISMS Doctoral Dissertation Proposal Competition (2015)

Kang, Moon Young, Assistant Professor of Marketing, KAIST (advisor)

PRESENTATIONS

The Role of Emotions in Building and Engaging a Social Media Audience

- Behavioral Insights from Text, Wharton, 2019
- University of Washington, 2019
- WU Vienna University of Economics and Business, 2019

Content Dynamics in Social Media

- Lazaridis Marketing Research Symposium, Wilfred Laurier University, 2018

Leveraging Social Media

- North Carolina State University, 2017

How Content Affects Clicks: A Dynamic Model of Online Content Consumption

- University of Houston, 2017
- Temple University, 2017

Detecting and Monitoring Brand Crises on Social Media

- Yale Customer Insights Conference, 2017
- IDC Herzliya, 2017

The Evolution of Television Content Consumption

- Georgetown University, 2017
- University of California-Davis, 2016

Deriving Brand Insights with Social Media Analytics, INFORMS Annual Meeting, 2016

Binge Watching and Advertising

- Dartmouth, 2016
- University of Utah, 2016
- Boston College, 2016

Social Media's Role in a Data Driven Marketing

- Deloitte Data Scientist Webinar, 2017
- Wells Fargo Big Data Analytics Seminar, 2016
- Marketing Analytics in a Data-Rich Environment, Marketing Science Institute, 2014

Reputational Spillover in Social Media: Collateral Damage or Construction?

- University of Florida, 2015
- HEC Paris, 2014

Social Media Intelligence

- HEC Paris, 2014
- University of Texas-Austin, 2014
- University of Michigan, 2013
- Yale Customer Insights Conference, 2013
- NYU Stern Center for Measurable Marketing, 2013
- Georgia Research Symposium, 2013

Stochastic Models for Customer Analytics

- INFORMS Business Analytics Conference, 2013

Dynamics in Social Media

- University of Southern California, 2011
- Rice University, 2011
- Indiana University, 2011

Listening in on Online Conversations: Measuring Sentiment with Social Media

- DMEF Research Summit, 2012
- ASA Joint Statistical Meeting (invited session), 2011
- INFORMS Marketing Science Conference, Rice University, 2011

Incorporating Nonrandom Direct Marketing Activity into Latent Attrition Models

- BI Norwegian School of Management, 2011
- Georgetown University, 2011
- Cornell University, 2011
- Temple University, 2011
- Emory University, 2011
- Ohio State University, 2012
- INFORMS Marketing Science Conference, Boston University, 2012

Lapsed or Dormant? The Impact of Fundraising Efforts on Donation Activity, Washington Nonprofit Conference, 2011

Temporal Dynamics in Customer Engagement, Boston University, 2010

What Are Your Customers Still Doing? A Bivariate Latent Attrition Model

- ART Forum, 2011
- DMEF Research Summit, 2010
- HP Labs, 2010
- INFORMS Marketing Science Conference, University of Cologne, 2010

Examining the Impact of User-Generated Content on Product Innovation, The Emergence and Impact of User-Generated Content, The Wharton School of The University of Pennsylvania, 2009

Who Wants What's Hot? Popularity Profiles and Customer Value

- MIT Sloan School of Management, 2010
- University of Minnesota, 2009
- Marketing Meets Data Mining Conference, University of Texas-Austin, 2009
- INFORMS Marketing Science Conference, University of Michigan, 2009

“Bargain Hunting” in Television Advertising: Examining the Gap between Program and Commercial Break Audience Measures, ASA Joint Statistical Meeting (invited session), 2009

Valuing Customers at Multi-service Providers

- Eindhoven University of Technology, 2009
- Tilburg University, 2009

An Integrated Model of Television Tuning Behavior, INFORMS Marketing Science Conference, University of British Columbia, 2008

A Bivariate Timing Model of Customer Acquisition and Retention, INFORMS Marketing Science Conference, Singapore Management University, 2007

Modeling the Evolution of the Customers' Service Portfolios from a Multi-Service Provider

- DMEF Research Summit, 2008
- INFORMS Marketing Science Conference, Emory University, 2005
- Purdue University, 2005
- University of Delaware, 2005
- University of Texas-Austin, 2005
- University of Wisconsin-Madison, 2005
- Rutgers, 2005

- University of Minnesota, 2005
- Southern Methodist University, 2005
- Emory University, 2005
- Lehigh University, 2005
- University of Georgia, 2005

Intuitive Solutions to the Mailing List Problem, INFORMS Marketing Science Conference, University of Maryland, 2003

TEACHING

Foundations of Marketing Analytics (Coursera specialization)
 Analytics Consultancy (Graduate)
 Marketing Analytics in Excel (Undergraduate, Graduate, Online)
 Digital and Social Media Strategy (Undergraduate, Graduate)
 Data to Decisions (Graduate)
 Empirical Methods and Models (Graduate)
 Marketing Research (Undergraduate, Graduate)

SERVICE

Strategic plan steering committee (2016-2017)
 Big Boulder Initiative, Board of Directors (2016-2017)
 Co-director, Emory Marketing Analytics Center (2012-2016)
 INFORMS Business Analytics, marketing analytics track committee (2014-2016)
 Personnel Committee (2013-2015)
 Research Committee (2012-2013, 2014-Present, chair 2015)
 Co-Chair, INFORMS Marketing Science Conference (2014)
 Computing and Education Committee (2012-2014)
 Chair, Section on Statistics in Marketing, American Statistical Association (2013)
 Program committee, AMA Advanced Research Technique Forum (2012-2013)
 Chair-Elect, Section on Statistics in Marketing, American Statistical Association (2012)
 School of Business MBA Curriculum Committee (2011-2012)
 School of Business Undergraduate Curriculum Committee (2011-2012)
 Marketing Department Doctoral Program Committee (chair 2009-2010; member 2010-2012)
 School of Business PhD and Research Committee (2008-2010)
 Faculty Advisory Council, A.C. Nielsen Center for Marketing Research (2006-2008)
 Advisor, Mu Kappa Tau Undergraduate Marketing Society (2006-2008)

AWARDS AND GRANTS

2018, Marketing Science Institute Scholar Program
 2018, AMA-Sheth Doctoral Consortium, Faculty Fellow
 2016, Marketing Science Institute research grant, "Television Advertising and Product Placement: Investigating Television's Impact on Online Behavior"
 2015, Caldwell Research Award
 2014, Paul E. Green Award Finalist
 2014, Marketing Science Institute's Robert D. Buzzell Best Paper Award
 2014, Marketing Science Institute's Top Download Award
 2014, MBA Junior Faculty Teaching Award

2014, Poets & Quants “Top 40 Under 40”
2011, HP Labs Innovation Research Program Grant
2011, Mabel W. Chipman Faculty Award for Excellence in Teaching
2011, Marketing Science Institute Young Scholar Program
2010, Marketing Science Institute research grant, “Examining the Effect of Product Placement on Commercial Tuning”
2010, University of Wisconsin-Madison Graduate School Research Grant
2009, Erwin A. Gaumnitz Junior Faculty Research Award
2009, Research grant, MSI-WIMI User-Generated Content Research Competition
2009, University of Wisconsin-Madison Graduate School Research Grant
2008, University of Wisconsin-Madison Graduate School Research Grant

EDITORIAL ACTIVITIES

Journal of Marketing, Editorial Review Board, 2015-2018; Associate Editor, 2018-Present.
Marketing Science, Editorial Review Board, 2016-present.
Journal of Marketing Research, Editorial Review Board, 2014-present.
International Journal of Research in Marketing, Editorial Review Board, 2014-present.
Management Science, ad hoc reviewer.
Journal of Consumer Research, ad hoc reviewer.

PROFESSIONAL AFFILIATIONS

American Marketing Association
INFORMS