

Curriculum Vitae – Dr. Radu Tănase

Contact Information

University of Zürich
Chair for Marketing and Market Research
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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

- 2018 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

2017	Sher Teng, Contexts that Affect Opinion Leadership: A Literature Review and An Experimental Test under Risk and Uncertainty.
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Completed Bachelor theses

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., 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