

DANIEL KATZ

d.katz@northeastern.edu

EDUCATION:

University of Chicago Booth School of Business

- PhD in Marketing
- MBA

Chicago, IL
2024

Boston University

- MA in Economics

Boston, MA
2018

Northeastern University

- BS in Economics, Mathematics Minor

Boston, MA
2017

WORK/TEACHING EXPERIENCE:

Northeastern University D'Amore-McKim School of Business

- Visiting Assistant Professor of Marketing

Boston, MA
Aug 2024 – Present

New York Medical College

- Data Scientist

Valhalla, NY
June 2021 – Present

University of Chicago Booth School of Business

- Marketing and Statistics Teaching Assistant

Chicago, IL
July 2019 – May 2024

Boston University

- Marketing Research Assistant

Boston, MA
Oct. 2017 - May 2018

John Hancock/Manulife Asset Management

- Economics Research Assistant

Boston, MA
June – Dec. 2016

Holland Elementary School

- Student Teacher (4th Grade)

Boston, MA
Jan. – Apr. 2014

SELECTED INTERESTS AND SKILLS:

Research Interests: Applying tools from cognitive psychology, economics, and statistics to study consumer behavior, financial decision-making, and consumer reviews.

Statistical Methods: NLP, Nonparametric Analyses, Dimensionality Reduction, Clustering, Time Series Analyses, Deep Learning, Causal ML, Bayesian Statistics, Hierarchical Regression, Linear Programming, Discrete Event Simulation, Power Analysis.

Software: Primarily use R for statistical inference, parameter estimation, and data visualization, as well as Python for machine learning, NLP, and simulation.

CONFERENCE PRESENTATIONS AND POSTERS:

The Impact of Installment Plans on Perceived Financial Constraint and Monetary Outlays (with Christina Kan and Abigail Sussman)

- Society for Consumer Psychology (SCP). San Juan, PR. March, 2023.
- Boulder Summer Conference on Consumer Financial Decision Making. Boulder, CO. May, 2022.
- Society for Judgment and Decision Making Conference (SJDM). Virtual. December, 2020.
- Society for Judgment and Decision Making Conference (SJDM). Montreal, CA. November, 2019.
- Association for Consumer Research (ACR). Atlanta, GA. October, 2019.

On the Psychology of Resource Monitoring (with Abigail Sussman)

- Society for Judgment and Decision Making Conference (SJDM). Virtual. December, 2020.
- Association for Consumer Research (ACR). Virtual. October, 2020.
- Annual meeting of the Cognitive Science Society (CogSci). Virtual. July/August, 2020

The Influence of Mean Product Ratings on Perceived Helpfulness of Reviews (with Daniel Bartels)

- Association for Consumer Research (ACR). Denver, CO. October, 2022.
- Society for Consumer Psychology (SCP). Virtual. March, 2022.
- Subjective Probability Utility and Decision Making (SPUDM). Virtual. August 2021

Beyond Unidimensional Sentiment Analysis: The Effect of Valence and Arousal on Evoked Emotion and Product Evaluations (with Abigail Sussman)

- Association for Consumer Research (ACR). Denver, CO. October, 2022.

CONFERENCE SESSIONS CHAIRED:

How Would You Like to Pay for That? The Effect of Payment Method on Consumer Behavior

- Association for Consumer Research (ACR). Atlanta, GA. October, 2019.

The World of Product Reviews: Judging, Searching, and Writing Reviews

- Association for Consumer Research (ACR). Denver, CO. October, 2022.

The World of Consumer Reviews: Analyzing the Production and Consumption of Reviews

- Association for Consumer Research (ACR). Denver, CO. October, 2022.

SELECTED RESEARCH IN PROGRESS:

- The Impact of Installment Plans on Perceived Financial Constraint and Monetary Outlays (manuscript in preparation)

- The Influence of Mean Product Ratings on Perceived Helpfulness of Reviews (submitted for review)
- Beyond Unidimensional Sentiment Analysis: The Effect of Valence and Arousal on Evoked Emotion and Product Evaluations (manuscript in preparation)
- Heterogeneous Loss Aversion in Effort Tasks