

NILS WLÖMERT

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ACADEMIC POSITIONS

WU Vienna University of Economics and Business, Department of Marketing

- Professor of Marketing, Institute for Retailing & Data Science, 2021–present
- Assistant Professor of Marketing, Institute for Interactive Marketing & Social Media, 2015–2021

RESEARCH AREAS

Quantitative Marketing, Retail Analytics, User-Generated Content, Platform Economics, New Technologies, Music Industry Social Media, Content Distribution

EDUCATION

Ph.D., Marketing, University of Hamburg, 2014
Graduate Studies in Business Administration, University of Hamburg, 2008

PUBLICATIONS

1. **Natural Affect Detection (Nade): Using Emojis to Infer Emotions from Text** (*Journal of Marketing*)
with Christian Hotz-Behofsits and Nadia Abou Nabout, 2025
 - App: <https://nade-explorer.github.io>
 - R package: <https://github.com/nade-explorer/nadeR>
 - Python package: <https://github.com/nade-explorer/nade>
2. **The Interplay of User-Generated Content, Content Industry Revenues, and Platform Regulation: Quasi-Experimental Evidence from YouTube** (*Marketing Science*)
with Dominik Papies, Michel Clement, and Martin Spann, 2024
 - **Commentary:** Rebecca Tushnet: Comment on “Frontiers: The Interplay of User-Generated Content, Content Industry Revenues, and Platform Regulation: Quasi-Experimental Evidence from YouTube”. *Marketing Science* 43(1):13-15
 - **Rejoinder:** Nils Wlömert, Dominik Papies, Michel Clement, Martin Spann (2023) Rejoinder on “Frontiers: The Interplay of User-Generated Content, Content Industry Revenues, and Platform Regulation: Quasi-Experimental Evidence from YouTube”. *Marketing Science* 43(1):16-19
3. **International Heterogeneity in the Associations of New Business Models and Broadband Internet with Music Revenue and Piracy** (*International Journal of Research in Marketing*)
with Dominik Papies, 2019
4. **On-Demand Streaming Services and Music Industry Revenues – Insights from Spotify’s Market Entry** (*International Journal of Research in Marketing*)
with Dominik Papies, 2016
 - International Journal of Research in Marketing Best Paper Award 2016

5. **Predicting New Service Adoption with Conjoint Analysis: External Validity of Incentive-Aligned and Dual Response Choice Designs** (*Marketing Letters*)
with Felix Eggers, 2016
6. **Music for Free? How Free Ad-funded Downloads Affect Consumer Choice**
(*Journal of the Academy of Marketing Science*)
with Dominik Papies and Felix Eggers, 2011

WORKING PAPERS

1. **Separating the Artist from the Art: Social Media Boycotts, Platform Sanctions, and Music Consumption**
with Daniel Winkler and Jura Liaukonyte
2. **The Impact of Social Media on Music Demand: Evidence from a Quasi-Natural Experiment**
with Daniel Winkler, Christian Hotz-Behofsits, Dominik Papies, and Jura Liaukonyte

WORK-IN-PROGRESS

1. **Driving Music Demand in the Age of Streaming: Understanding the Effectiveness of Curated Playlists**
with Dominik Papies and Harald van Heerde
2. **Privacy Regulations and Advertising in Offline Markets: Evidence from Randomized Field Experiments**
with Alexandra Becker, Christian Hotz-Behofsitz, and Dominik Papies

CONFERENCES AND INVITED TALKS

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| 2024 | ISMS Marketing Science Conference (Sydney), University of New South Wales (Sydney), Tilburg University |
| 2023 | ISMS Marketing Science Conference (Miami) |
| 2022 | Marketing Analytics Symposium Sydney (Sydney), Economics of the Music Industry (Hamburg) |
| 2021 | Marketing Analytics Symposium Sydney, ISMS Marketing Science Conference |
| 2020 | Marketing Analytics Symposium Sydney, University of New South Wales (Sydney) |
| 2019 | LMU Munich, ISMS Marketing Science Conference (Rome), IDC Herzliya Coller School of Management, Tel Aviv University, Auckland University of Technology, Massey University (Auckland), EMAC Conference (Hamburg) |
| 2018 | Vienna Music Business Research Days, WU Vienna University of Economics & Business, ANZMAC Conference (Adelaide) |
| 2017 | ANZMAC Conference (Melbourne) |
| 2016 | EMAC Conference (Oslo), Music Business Research Days (Vienna), ISMS Marketing Science Conference (Shanghai) |
| 2015 | ISMS Marketing Science Conference (Baltimore) |

TEACHING

Marketing Analytics (Master of Marketing)
Data-based Storytelling (Master of Marketing)
Retail Marketing Management (Bachelor)
Retail Marketing Analytics (Bachelor)
E-Business (Bachelor)
Inferring Treatment Effects Through Quasi-Experiments (Ph.D.)

SERVICE

Ad-hoc Reviewer Journal of Marketing Research, Marketing Science, International Journal of Research in Marketing, Information Economics & Policy, Journal of the Academy of Marketing Science, Journal of Business Research, Journal of Media Economics, Journal of Service Research, Marketing Letters