

CHRISTIAN HOTZ-BEHOFSITS

Institute for Retailing & Data Science, WU Vienna, Austria

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ACADEMIC POSITIONS

WU Vienna

- Assistant Professor (tenure-track), Institute for Retailing & Data Science 2024 – Present
- Postdoctoral Researcher, Institute for Retailing & Data Science 2021 – 2024
- Research Associate, Institute for Macroeconomics (*OeNB-funded*) 2019 – 2020
- Teaching and Research Associate, Institute for Interactive Marketing & Social Media 2016 – 2021

EDUCATION

- Ph.D., Economics and Social Sciences, WU Vienna 2024
 - *Supervisor*: Nadia Abou Nabout. *Topic*: Gaining Marketing Insights with Machine Learning.
- Dipl.-Ing., Software Engineering & Internet Computing, TU Vienna 2016
 - Including additional Diploma Supplement at the I2c (Innovation Incubation Center).
- B.Sc., Software and Information Engineering, TU Vienna 2014

RESEARCH INTERESTS

Quantitative Marketing; Machine Learning; Natural Language Processing and Emotion Detection; Music Streaming and Digital Markets; Causal Inference

PUBLICATIONS

- Hotz-Behofsits, C., N. Wlömert, and N. Abou Nabout. 2025. Natural Affect Detection (NADE): Inferring Emotional Expression from Text through Emojis. *Journal of Marketing* (forthcoming).
- Hotz-Behofsits, C., D. Winkler, and N. Wlömert. 2022. Music Genres Reconsidered: Challenging Established Genres with a Data-Driven Approach. *Proceedings of the 55th Hawaii International Conference on System Sciences (HICSS)*. IEEE.
- Hotz-Behofsits, C., F. Huber, and T. O. Zörner. 2018. Predicting Cryptocurrencies Using Sparse Non-Gaussian State Space Models. *Journal of Forecasting* 37(6): 627–640.

WORKING PAPERS

- Does TikTok Promote or Cannibalize Music Streaming? Estimands and Identification with Heavy-Tailed Outcomes (with D. Winkler, N. Wlömert, D. Papies, and J. Liaukonytė). *Cornell SC Johnson College of Business Research Paper*.
- When Hits Hurt: Cross-Artist Spillovers and the Attention Economy in Streaming Music (with N. Wlömert and E. Muller).
- How Does a Product's Recall Impact Its Retailer-Set Price? (with M. Varga, V. Astvansh, and A. Borah).
- Privacy Regulations and Advertising in Offline Markets: Evidence from Randomized Field Experiments (with A. Becker, N. Wlömert, and D. Papies).
- The (Un)Professional Side of Human Brands: How Social Media Drives Brand Consumption (with D. Winkler, N. Wlömert, and H. Van Heerde).

- Beyond Upgrade Success: How Declined Subscription Requests Shape Subsequent Donation Behavior (with P. Güntürkün and S. Mikolon).
- Quantifying Consumer-Product Fit: A Representation Learning Approach (with Q. Shi, K. Zhu, and A. Cao).

CONFERENCE PRESENTATIONS AND INVITED TALKS

- 2026** 48th ISMS Marketing Science Conference (Lisbon)
55th EMAC Conference (Bath)
- 2025** 47th ISMS Marketing Science Conference (Washington DC)
European Quant Marketing Workshop (virtual), UNSW Research Seminar (Sydney)
- 2024** Bocconi Research Seminar (Milan)
- 2023** Symposium on Marketing Impact with Research-Driven Apps (*Journal of Marketing*)
45th ISMS Marketing Science Conference (Miami)
3rd Marketing Analytics Symposium (Sydney)
- 2022** Economics of the Music Industry (Hamburg), Bocconi Research Camp (Varese)
Marketing Research Seminar, UNSW (Sydney)
2nd Marketing Analytics Symposium (Sydney)
- 2021** 50th EMAC Conference (virtual)
- 2020** 42nd ISMS Marketing Science Conference (virtual)
1st Marketing Analytics Symposium (Sydney)
- 2019** EMAC Conference (Hamburg), 40th ISMS Marketing Science Conference (Rome)
- 2018** EMAC Conference (Scotland)
- 2017** 39th ISMS Marketing Science Conference (Los Angeles)

RESEARCH VISITS

- 2026** Imperial College Business School, UK (invited by Sven Mikolon)
- 2025** University of New South Wales, Australia (invited by Valentyna Melnyk)
- 2024** Bocconi University, Italy (invited by Kai Zhu)
- 2022** Bocconi University, Italy (invited by Gaia Rubera)
- 2022** University of New South Wales, Australia (invited by Harald van Heerde)
- 2019** NYU Stern School of Business, USA (invited by Eitan Muller)

TEACHING

Undergraduate courses

Social Media Analytics	WU Vienna (2017–present), Thammasat Business School (Thailand)
eBusiness	WU Vienna (2022–present)
Strategic Management	Gadjah Mada University (Indonesia)
Introduction to Statistical Data Analysis	University of Salzburg (2018–2019)

Master's courses

