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. **Does TikTok promote or cannibalize music streaming? Estimands and identification with heavy-tailed outcomes** (*Quantitative Marketing and Economics*)
   with Daniel Winkler, Christian Hotz-Behofsits, Dominik Papies and Jura Liaukonyte, 2026
   - Companion: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=6813701
   - App: https://didestimands.app
2. **Separating the Artist from the Art: Social Media Boycotts, Platform Sanctions, and Music Consumption** (*Journal of Marketing Research*)
   with Daniel Winkler and Jura Liaukonyte, 2026
3. **Driving Music Demand in the Age of Streaming: Understanding the Heterogeneity in Curated Playlist Effectiveness** (*Journal of Marketing*)
   with Dominik Papies and Harald van Heerde, 2025
4. **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
5. **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

6. **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

7. **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

8. **Predicting New Service Adoption with Conjoint Analysis: External Validity of Incentive-Aligned and Dual Response Choice Designs** (*Marketing Letters*)
with Felix Eggers, 2016

9. **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

CONFERENCES AND INVITED TALKS

2026	Marketing Analytics Symposium Sydney, EMAC Spring Conference (Bath), ISMS Marketing Science Conference (Lisbon)
2025	ISMS Marketing Science Conference (Washington), EMAC Spring Conference (Madrid)
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, Journal of Marketing, 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
ERB	Journal of Retailing