

SEBASTIANO ALESSIO DELRE



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ACADEMIC POSITIONS

University of Zurich Senior researcher associate	2015-date
Bocconi University Assistant professor	2008-2015
Houston University Visiting scholar	Jan.-May 2012
Groningen University Visiting scholar	Oct.-Nov. 2011
The Hebrew University of Jerusalem Visiting scholar	April-May 2010
University of Groningen PhD student in marketing	2003-2008

RESEARCH INTERESTS

Innovation diffusion, new products, social networks, social influence, word-of-mouth, advertising, social-media, competition, marketing modeling, marketing dynamics, estimation techniques, time series analysis, agent-based models.

PUBLICATIONS

- Delre, S. A., Panico C., Wierenga, B. (2016). Invest in Advertising or in Quality? Using an Agent-based Model to Test Budget Strategies in the Motion Picture Industry, *International Journal of Research in Marketing*, conditionally accepted.
- Delre, S. A., Broekhuizen, T. L. J., Bijmolt, T. H. A. (2015). The Effects of Shared Consumption on Product Life Cycles and Advertising Effectiveness: The Case of the Motion Picture Market, *Journal of Marketing Research*, forthcoming.
- Broekhuizen, T. L. J., Delre, S. A., Torres, A. (2011). Simulating the Cinema Market: How Cross-Cultural Differences in Social Influence Explain Box Office Distributions, *Journal of Product Innovation Management*, 28(2), 204-217.
- Delre, S. A., Jager, W., Bijmolt, T. H. A., Janssen, M. (2010). Will it spread or not? The Effects of Social Influences and Network Topology on Innovation Diffusion Dynamics, *Journal of Product Innovation Management*, 27(2), 267-282.
- Delre, S. A., Broekhuizen, T. L. J., Jager, W. (2008). The Effects of Social Influence on Market Inequalities in the Motion Picture Industry, *Advances in Complex Systems*, 11(2), 273-287.
- Delre, S. A., Jager, W., Janssen, M. (2007). Diffusion Dynamics in Small-World Networks with Heterogeneous Consumers, *Computational and Mathematical Organization Theory*, 13, 185-202.
- Delre, S. A., Jager, W., Bijmolt, T. H. A., Janssen, M. (2007). Targeting and Timing Promotional Activities: an Agent-based Model for the Takeoff of New Product, *Journal of Business Research*, 60(8), 826-835.
- Delre, S. A., Parisi, D. (2006). Information and Cooperation in a Simulated Labor Market: a Computational Model for the Evolution of Workers and Firms, in Colander, D. and Salsano, M. (Eds.) *Complexity Hints for Policy*, Springer Verlag, Berlin.
- Hoffmann, A. O. I., Delre, S. A., Von Eije, J. H., and Jager, W. (2006). Artificial Multi-Agent Stock Markets: Simple Strategies, Complex Outcomes, in Bruun, C. (Ed.), *Advances in Artificial Economics: The Economy as a Complex Dynamic System*, Springer Verlag, Berlin.
- Hoffmann, A. O. I., Delre, S. A., Eije, H. J. V. and Jager, W. (2005). Stock Price Dynamics in Artificial Multi-Agent Stock Market, in Mathieu, P., Beaufils, B. and Brandouy, O. (Eds.), *Artificial Economics: Agent-Based Models in Finance, Game Theory and Their Applications*, Springer Verlag, Berlin.
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TEACHING EXPERIENCE

Bocconi University	2008-2015
Marketing modelling (PhD)	
Advanced marketing research (graduate)	
Distribution networks and international retailing (graduate)	
Marketing research (undergraduate)	
New products and product management (undergraduate)	
Introduction to e-marketing and e-commerce (undergraduate)	
University LUISS Guido Carli	2007-2008
Marketing management (graduate)	
University of Groningen	2003-2007
International Marketing (undergraduate)	
Consumer Behaviour (undergraduate)	

SERVICE

Ad hoc reviewer for the following journals

Management Science
International Journal of Research in Marketing
Journal of Product Innovation Management
Journal of Business Research
Journal of Mathematical Sociology
Organization Studies
Complexity
Journal of Artificial Societies and Social Simulations
Physica A

INVITED TALKS

University of Leeds. Leeds University Business School	2016
Product Differentiation and Strategic Budget Choices of Experience Goods	
University of Amsterdam. Amsterdam Business School	2016
Product Differentiation and Strategic Budget Choices of Experience Goods	
Cardiff University. Cardiff Business School	2016
Competitive strategies in the motion picture industry: An ABM to study investment decisions	
University of Bologna. Marketing Department	2015
The Effects of Shared Consumption on Product Life Cycles and Advertising Effectiveness	

ERASMUS University. AMA-ECMI-EMAC Marketing & Innovation Symposium	2014
Invest in Marketing or in Quality? Using an Agent-based Model to Test Budget Strategies in the Motion Picture Industry	
University of Zurich. Marketing and Market Research Department	2013
Shared consumption in the motion picture industry	
University Pompeu Fabra. Department of Economics and Business	2013
Penetration strategies for new product introduction: wide release vs platform release.	
Arizona State University. Center for the Study of Institutional Diversity	2012
Quality vs advertisement in the motion picture industry	
Groningen University. Innovation, Management and Strategy department	2012
Testing agent-based models of innovation diffusion: the additive approach and the threshold approach	
Eindhoven University of Technology. ITEM Group	2011
Competing in Hollywood. A game theoretical vs an agent based model	
Hebrew University of Jerusalem. School of Business Administration	2010
Using indirect inference in order to empirically validate agent based models	
University of Vienna. Workshop on Agent-based Simulation of Diffusion Processes	2010
Using indirect inference in order to empirically validate agent based models	
Universidad Carlos III. Department of Business and Administration	2010
Competing in Hollywood. A game theoretical vs an agent based model	
Kansai University. Research Center of Socio-Network Strategies	2008
The effects of social influence and network topologies on innovation diffusions	
University of Maryland. Robert H. Smith School of Business	2007
Simulating the motion picture market. Why do the hits take it all?	
Commonwealth Scientific and Industrial Research Organization. Townsville, Australia	2006
Calibrating an agent-based model of the cinema market. A survey on art consumption versus entertainment consumption	
University of Indiana. Department of psychology	2005
Diffusion Dynamics in small-world networks with heterogeneous consumers	

WORK IN PROGRESS

- 1) Does product differentiation affect budget return of investment? A game-theoretical model and evidence from the motion picture market. With Claudio Panico. Target: *Marketing Science*.
 - 2) Why does the winner take it all? Product quality, advertisement and social influences in the Motion Picture industry. With Thijs Broekhuizen, Wander Jager and Marco Janssen. Target: *Strategic Management Journal*.
 - 3) Opinion dynamics on online forums. With Renè Algesheimer. Target: *Marketing Science*.
 - 4) The effects of peer- and expert- reviews before and after product launch. Target: *Marketing Letters*.
 - 5) Testing agent-based models of innovation diffusion: the additive approach and the threshold approach. With Eitan Muller. Target: *International Journal of Research in Marketing*.
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EDUCATION

University of Groningen, Faculty of Economics and Business **2003-2008**

PhD Economics and Business, Marketing

Promoter: Prof. Dr. Tammo H. A. Bijmolt.

Supervisors: Prof. Dr. Tammo H. A. Bijmolt. Dr. Wander Jager and Dr. Marco A. Janssen

University of Salerno **2001-2002**

M.Sc. Artificial Intelligence. 110/110 cum laude

University of Salerno **1999-2000**

B.Sc. Communication and Business Administration

Milan, March 15, 2016.