Tal Shoshani, PhD Candidate

Marshall School of Business
701 Exposition Blvd, HOH 103
Los Angeles, CA 90089

Email: tshoshan@marshall.usc.edu
Phone: +1 (213) 331 6395

Education

Ph.D. in Business Administration (Quantitative Marketing) 2021 - present
Marshall School of Business, University of Southern California

M.Sc. in Management Information Systems 2018 - 2020
Magna Cum Laude
Coller School of Management, Tel Aviv University

B.A. in Economics and Business Administration 2015 - 2018
Summa Cum Laude; ranked 1st / ~160
School of Economics and Management, Ruppin Academic Center

Academic Employment

Teaching Assistant
University of Southern California 2023 - 2024
Tel Aviv University 2020 - 2021
Ruppin Academic Center 2017 - 2021

Instructor
Ruppin Academic Center 2017 - 2021

Research Interests and Methodologies

Marketing analytics; location-based marketing; consumer mobility; consumer privacy
Choice modeling; machine learning; causal inference; geospatial analysis; big data

Teaching Experience

Instructor, Ruppin Academic Center *with honors; top 10 across all schools*
Introduction to Econometrics; Macroeconomics I & II; MS Excel & Power BI;
Introduction to Microeconomics; Introduction to Macroeconomics
(B.A. in Economics and Business Administration students)

Teaching Assistant
Marketing Analytics; Data Science for Business; Business Economics I & II;
Introduction to Decision Theory
(MBA students)

Research Projects (* = equal contribution)

1. Shoshani, Tal and Dina Mayzlin, **"The Economic and Social Impact of Professional Restaurant Reviews: Evidence from Consumer Mobility Data"**
   - In progress
   - Marshall Institute for Outlier Research (iORB) research grant ($5,000)
   - Dissertation Completion Funds ($2,500)

2. Shoshani, Tal[*], Ignacio Riveros[*], and Lan Luo, **"An Empirical Investigation of Whether and How Brand Sociopolitical Involvement Shapes Customer Store Visits"**
   - In progress
   - Marshall Office of Diversity, Equity, and Inclusion (ODEI) research grant ($4,000)

3. Shoshani, Tal, Dongcheng Zhang, Peter Pal Zubcsek, and David A. Schweidel, **"Privacy vs. Performance with Mobile Location Data"**
   - Under review
   - Marshall Institute for Outlier Research (iORB) research grant ($7,000)
   - Marketing Science Institute (MSI) research grant ($5,000)

4. Shoshani, Tal, Peter Pal Zubcsek, and Shachar Reichman (2024), **"Analyzing Purchase Decisions Using Dynamic Location Data"** *Journal of Interactive Marketing* 59(1), pp. 1–18 **(lead article)**; link
   - Israel Science Foundation (ISF) research grant ($124,000)

5. Shoshani, Tal, Shachar Reichman, and Peter Pal Zubcsek, **"Predicting Store Closures Using Urban Mobility Data and Network Analysis"**; link
   - In proceeding of the *International Conference on Information Systems (ICIS) 2021*
   - Israel Science Foundation (ISF) research grant ($308,000)

Presentations ([1] = presented by co-authors)

1. **"Predicting Store Closures Using Urban Mobility Data and Network Analysis"**
   - International Conference on Information Systems, Austin, TX — 2021

2. **"Privacy vs. Performance with Mobile Location Data"**
   - American Marketing Association Winter Conference, Pheonix, AZ[1] — scheduled
   - Wharton Innovation Doctoral Symposium **(runner up for best presentation/paper award)** — 2024
   - Artificial Intelligence in Management, Los Angeles, CA — 2023
   - Munich Summer Institute, Munich, Germany — 2022
   - European Marketing Academy, Budapest, Hungary[1] — 2022
   - Conference on Information Systems and Technology, Newport Beach, CA — 2021
   - Interactive Marketing Research Conference, virtual[1] — 2021
   - Marketing Science Conference, virtual[1] — 2021, 2022

3. **"Analyzing Purchase Decisions Using Dynamic Location Data"**
   - Interactive Marketing Research Conference, virtual — 2021
   - Marketing Science Conference, virtual — 2021
   - Statistical Challenges in E-commerce Research, virtual — 2020

- Digital Economy Workshop, Tel Aviv, Israel 2020

4. **"An Empirical Investigation of Whether and How Brand Sociopolitical Involvement Shapes Customer Store Visits"**
   - Interactive Marketing Research Conference, Boston, MA 2024
   - California Quant. Marketing PhD Conference, Los Angeles, CA[1] 2024
   - Marketing Science Conference, Miami, FL 2023

Invited Conferences/Workshops

Haring Doctoral Symposium, Bloomington, IN	scheduled
University of Houston Doctoral Symposium, Houston, TX	2024
JM/JMR Reviewer Workshop, St. Pete Beach, FL	2024
Haring Doctoral Symposium, Bloomington, IN	2023
NBER Economics of Privacy Workshop, Boston, MA	2022

Select Coursework

Strategic and Marketing Mix Models	Davide Proserpio, Dinesh Puranam
Special Topics (Causal Inference and Structural Modeling)	Gerard Tellis, S. Siddarth
Consumer Behavior and Decision Making	Kristin Diehl, Joseph Nunes
Marketing Models in B2C and B2B Markets	Anthony Dukes, Max Wei
Advanced Quantitative Models in Marketing	Dina Mayzlin, Sha Yang
Consumer Behavior Theory	Stephanie Tully
Probability and Statistics	Geert Ridder
Econometric Methods	Hyungsik Roger Moon
Game Theory	Odilon Camara
Causal Inference	Tom Chang, Hyo Kang
Big Data Econometrics	Timothy Armstrong
Economic Theory	Anthony Marino

Awards and Honors

USC Marshall School of Business scholarship	2021 - 2023
Maccabim Fund scholarship for excellence in M.Sc. studies and research x2	2019 - 2020
Maccabim Fund scholarship for excellence in B.A. studies x2	2017 - 2018
The Presidential Excellence Award x3	2016 - 2018