

# DANTE DONATI

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Date and place of birth: 30/08/1991, Italy  
Nationality: Italian  
Columbia Business School  
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<https://sites.google.com/site/dantedonatiphd>  
Married, 2 children

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## ACADEMIC APPOINTMENTS

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2023- Assistant Professor, Marketing Division, Columbia Business School  
2022 Instructor, Marketing Division, Columbia Business School

Other affiliations: [CESifo](#)

Research interests: Quantitative Marketing; Digital Marketing; Platforms; Social Marketing

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## DOCTORAL STUDIES

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2017-2022 Department of Economics and Business, Universitat Pompeu Fabra  
Ph.D. *Cum Laude* in Economics, Finance and Business  
Committee: Shane Greenstein, Joel Waldfogel, Gianmarco León  
Advisors: Maria Petrova, Gianmarco León, Ruben Durante, Sandro Shelegia

Fall 2020 Department of Economics, Stanford University, Stanford (CA)  
Visiting Research Program, Prof. Matthew Gentzkow

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## PRE-DOCTORAL STUDIES

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2016-2017 Universitat Pompeu Fabra, Barcelona, Spain. MRes in Economics  
2013-2016 Bocconi University, Milan, Italy. MSc in Economic and Social Sciences  
Final grade: 110/110 *Cum Laude*  
Advisors: Eliana La Ferrara, Nicola Gennaioli, Francesco Giavazzi  
2014-2015 Chulalongkorn University, Bangkok, Thailand. Visiting program  
2013 Northwestern University, Evanston, IL, US. Visiting program  
2010-2013 Bocconi University, Milan, Italy. BA in Economic and Social Sciences  
Final grade: 110/110  
Advisor: Francesco Giavazzi

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## TEACHING AND TUTORING

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2022-2024	Digital Marketing, Columbia Business School
2020-2021	Online trainings to local and international organizations on the use of new empirical methodologies for the evaluation of social marketing campaigns
2016-2019	Empirical methods for causal inference (Development Economics), Master course in Economics, Barcelona Graduate School of Economics
2016-2019	Data Analysis, Undergraduate course in International Business Economics, Universitat Pompeu Fabra
2016-2019	Probability and Statistics, Undergraduate course in International Business Economics and Global Studies, Universitat Pompeu Fabra
2016-2017	Econometrics, Undergraduate course in International Business Economics, Universitat Pompeu Fabra

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## OUTSIDE ACTIVITIES

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2021-2022	Passive member of Virtual Lab LLC, 5931 NW Burgundy Drive, Corvallis, OR, USA
2018	Co-creator of Virtual Lab ( <a href="https://vlab.digital/">https://vlab.digital/</a> ), an open-source platform for online surveys and evaluation of social media marketing campaigns for the social good
2019-2022	Co-leader of a portfolio of research projects investigating how to evaluate and use online social and behavior change communication campaigns at scale (Partners: Facebook, The World Bank, The Bill & Melinda Gates Foundation)
2015-2020	Principal Investigator and Consultant, The World Bank, DIME
2019	Consultant, Center for Entrepreneurship, OECD, Paris
2015-2019	Research Assistant, PIs: Maria Petrova, Marta Reynal-Querol, Nicola Gennaioli
2014-2016	Research Assistant for a field RCT, PIs: Abhijit Banerjee, Eliana La Ferrara and Victor Orozco, Ibadan, Nigeria

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## SCHOLARSHIPS, GRANTS, AWARDS AND SKILLS

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2023-2024	Russel Sage Foundation Research Grant
2023-2024	Digital Future Initiative Research Grant
2023-2024	Provost's Grants Program for Junior Faculty who Contribute to the Diversity Goals of the University
2019-2022	Spanish Ministry of Education, Grant for Pre-Doctoral Contracts for PhD Training (4 years)
2016	LEAP Student Grant, Project: "The effect of digital technologies on behavior"
2016	Fondazione Grazioli, MSc Thesis Award, "The roots of domestic terrorism: evidence from Boko Haram attacks in Nigeria"
2010-2015	Bocconi University Scholarship

Languages: Italian (native), English (fluent), French (good), Spanish (basic)  
Programming: Stata, R, LaTeX, GIS, Python, Matlab, SurveyCTO

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#### RESEARCH TALKS AT CONFERENCES/SEMINARS AND REFEREE ACTIVITIES

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- 2024 Research Seminar, Boston University (2/1); Research Seminar, Yale University (2/15); Research Seminar, London Business School (2/26); Discussant, Workshop on Platform Analytics, UCSD (4/6); Presenter, Digital Competition and Tech Regulation, HBS (4/11); Presenter, China India Insights Conference, HKU (6/21); Presenter, Marketing Science Conference, Sydney (6/28)
- 2023 Research Seminar, Economics Division, Columbia Business School (10/5); China India Insights Conference, Stanford GSB (9/15); Quantitative Marketing and Economics, Imperial College London (9/2); ISMS Marketing Science Conference, Miami (6/8); PAMLab Seminar, Columbia Business School (5/16); Brown Bag Seminar, Columbia Business School (5/23); 4 Schools Conference, Columbia Business School (4/28); Diversity, Equity and Inclusion Conference, Marketing Science, Dallas (3/24); Research Seminar, Marketing Division, Stanford GSB (2/8); Digital Economics Conference, Toulouse School of Economics (1/12)
- 2022 VisitINPS Seminar; European Quant Marketing Seminar; CEPR Media Workshop, Data Colada online seminar; ifo Institute; CESifo Area Conference on Economics of Digitization; Paris Conference on Digital Economics
- 2021 Job Market seminars (Bocconi University, Chicago Booth, Columbia Business School, ESADE Business School); Summer School in Urban Economics; Applied Young Economist Webinar; World Bank workshop on Using social media to change norms and behaviors at scale; ERSA Seminar on Industrial Organization and the Economics of Digital Transformation, Cape Town; UPF Internal Applied Lunch Seminar, Barcelona
- 2020 NBER Economics of Digitization Meeting, Stanford; DIME (World Bank) internal seminar; LEAP-Bocconi development coffee seminar
- 2019 Workshop on Political Economy of Development and Conflict, Barcelona
- 2018 NBER Economics of Digitization Tutorial, Stanford; NBER Economics of Digitization Meeting, Stanford; Digital Economics Conference, Toulouse School of Economics; World Bank workshop on Mass Media Entertainment Education Impact Evaluation, New Delhi; GSE-UPF Media Seminar, Barcelona; Workshop on Political Economy of Development and Conflict, Barcelona
- 2017 Annual Media Economics Workshop, Barcelona; GSE-UPF Media Seminar,

Barcelona

2016 World Bank workshop on Mass Media Entertainment Education Impact Evaluation, Mexico City

Refereed articles for: Marketing Science, Management Science, Journal of Public Economics, European Economic Review, American Political Science Review, Economic Development and Cultural Change

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#### PUBLISHED PAPERS

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“Mobile Internet access and political outcomes: Evidence from South Africa” (2023), *Journal of Development Economics*, <https://doi.org/10.1016/j.jdeveco.2023.103073>

“Outcomes of a social media campaign to promote COVID-19 vaccination in Nigeria” (2023), with W. Douglas Evans, Jeffrey B. Bingenheimer, Michael Long, Khadidiatou Ndiaye, Nandan M. Rao, Selinam Akaba, Ifeanyi Nsofor, and Sohail Agha; *PLOS One*

“Development and Evaluation of an Index to Measure the Ability to Get Vaccinated for COVID-19” (2023), with William D. Evans, Jeffrey B. Bingenheimer, Michael Long, Khadi Ndiaye, Nandan M. Rao, Selinam Akaba, and Bailey Hoglin; *Vaccines*

“Evaluation of response to incentive recruitment strategies in a social media-based survey” (2023), with Megumi Ichimiya, Hope Muller-Tabanera, Jennifer Cantrell, Jeffrey B. Bingenheimer, Raquel Gerard, Elizabeth C. Hair, Nandan Rao, and W. Douglas Evans; *Digital Health*

“Randomised experimental evaluation of a social media campaign to promote COVID-19 vaccination in Nigeria” (2024), with William D. Evans, Jeffrey B. Bingenheimer, Michael Long, Khadi Ndiaye, Nandan M. Rao, Selinam Akaba, and Sohail Agha; *Journal of Global Health*

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#### WORKING PAPERS

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“The End of Tourist Traps: A Natural Experiment on the Impact of Tripadvisor on Quality Upgrading” (2022). CESifo Working Paper No. 9834, Available at SSRN: <https://ssrn.com/abstract=4163323> or <http://dx.doi.org/10.2139/ssrn.4163323>

“Lost in the Net? Broadband Internet and Youth Mental Health” (2022), *joint with Ruben Durante (UPF), Francesco Sobbrivo (University of Rome Tor Vergata) and Dijana Zejcirovic (University of Vienna)*. CEPR Discussion Paper No. DP17170, Available at SSRN: <https://ssrn.com/abstract=4121345>

“Marketing Gender Norms: A Social Media Experiment in India” (2023), *joint with Victor Orozco (The World Bank) and Nandan Rao (Virtual Lab and UAB)*. Available at SSRN: <https://ssrn.com/abstract=4158065> or <http://dx.doi.org/10.2139/ssrn.4158065>

“Continuous Survey Sample Optimization Using Ad Platform APIs” (2024), *joint with*

*Nandan Rao (Virtual Lab and UAB)*

“Conducting Surveys and Interventions Entirely Online: A Virtual Lab Practitioner’s Manual”, *joint with Nandan Rao (Virtual Lab and UAB) and Victor Orozco (The World Bank)*. Available at <https://documents1.worldbank.org/curated/en/819191635501106862/pdf/Conducting-Surveys-and-Interventions-Entirely-Online-A-Virtual-Lab-Practitioner-s-Manual.pdf>

“Can Facebook Ads prevent malaria? Two field experiments in India” (2024), *joint with Nandan Rao (Virtual Lab and UAB), Victor Orozco (The World Bank) and Ana Maria Muñoz-Boudet (The World Bank)*

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