

DANTE DONATI

Last update: Jan 6, 2025

Date and place of birth: 30/08/1991, Italy
Nationality: Italian
Columbia Business School
Office 783, Kravis Hall

Mobile: +1 (347) 739 2081
Email: dd3137@gsb.columbia.edu
<https://sites.google.com/site/dantedonatiphd>
Married, 2 children

ACADEMIC APPOINTMENTS

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

DOCTORAL STUDIES

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

PRE-DOCTORAL STUDIES

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

TEACHING AND TUTORING

| | |
|-----------|--|
| 2022- | 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 |

OUTSIDE ACTIVITIES

| | |
|-----------|--|
| 2021-2022 | Passive member of Virtual Lab LLC, 5931 NW Burgundy Drive, Corvallis, OR, USA |
| 2018 | Co-creator of Virtual Lab (https://vlab.digital/), 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 |

SCHOLARSHIPS, GRANTS, AWARDS AND SKILLS

| | |
|-----------|---|
| 2024-2025 | Bernstein Center Research Grant |
| 2024-2025 | 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

RESEARCH TALKS AT CONFERENCES/SEMINARS AND REFEREE ACTIVITIES

- 2024 Presenter, MarkTech Conference, Columbia Business School (12/13); Presenter, AIML and Business Analytics Conference, Yale (12/6); Presenter, Research Seminar, Manhattan University (9/25); Presenter, Marketing Science Conference, Sydney (6/28); Presenter, China India Insights Conference, HKU (6/21); Presenter, Digital Competition and Tech Regulation, HBS (4/11); Discussant, Workshop on Platform Analytics, UCSD (4/6); Presenter, Research Seminar, London Business School (2/26); Presenter, Research Seminar, Yale University (2/15); Presenter, Research Seminar, Boston University (2/1);
- 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

PUBLISHED PAPERS

“The End of Tourist Traps: The Impact of Review Platforms on Quality Upgrading”, *Forthcoming, Marketing Science*

“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*

WORKING PAPERS

“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)*. Available at <https://ideas.repec.org/p/wbk/wbrwps/10967.html>

“Lost in the Net? Broadband Internet and Youth Mental Health” (2024), *joint with Ruben Durante (UPF), Francesco Sobbrío (University of Rome Tor Vergata) and Dijana*

Zejcirovic (University of Vienna). CEPR Discussion Paper No. DP17170, Available at SSRN: <https://ssrn.com/abstract=4121345>

“Adaptive Survey Sampling via Advertising Platforms” (2024), *joint with Nandan Rao (Virtual Lab and UAB)*

“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>

“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>
