

DANIEL T. GOETZ

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APPOINTMENTS

2017 - Assistant Professor, Department of Management, University of Toronto Mississauga
Cross appointed to the Rotman School of Management

EDUCATION

2011-2017 Ph.D., Economics, Princeton University
2010-2011 M.A., Economics, University of Toronto
2006-2010 B.A., Economics, University of Western Ontario

OTHER APPOINTMENTS AND AFFILIATIONS

2021 - Research Fellow, Sandra Rotman Centre for Health Sector Strategy

PUBLICATIONS AND ACCEPTED PAPERS (REVERSE CHRONOLOGICAL)

1. "Occupational Licensing and Psychologist Supply" (Accepted, *Health Economics*)
2. "Investigating Neighbourhood-Level Effects of Vaccines on COVID-19 Outcomes and the Role of Socio-Economic Factors" with Anindya Sen and Sean Sexton (March 2026, *Canadian Public Policy*)
3. "Consumption Responses to an Unpopular Policy: Evidence from a Short-lived Soda Tax" (with Andrew Ching) (November 2024, *Marketing Science*)
4. "Reproducibility in Management Science" (with Milos Fisar, Ben Greiner, Christoph Huber, Elena Katok, Ali I. Ozkes, and the Management Science Reproducibility Collaboration) (December 2023, *Management Science*)
5. "Telemedicine Competition, Pricing, and Technology Adoption: Evidence from Talk Therapists" (July 2023, *International Journal of Industrial Organization*)
6. "Does Providing Free Internet Access to Low-Income Households Affect COVID-19 Spread?" (December 2022, *Health Economics*)
7. "Exchange Rate Shocks and Quality Adjustments" (with Alexander Rodnyansky) (March 2021, *Review of Economics and Statistics*)

SUBMITTED PAPERS

“Dynamic Bargaining and Size Effects in the Broadband Industry” (R&R, *RAND Journal of Economics*)

“Fair Match or Fun Match? Maximizing User Engagement Under Fairness Constraints in Online Gaming” with Wei Lu (R&R, *Marketing Science*)

“Absent Ties in Product Diffusion: Evidence from Microtransactions” with Wei Lu (R&R, *Journal of Marketing Research*)

“Are Exposure Bucks Worth It? Evidence from Instagram” with Andrew Ching (R&R, *Journal of Marketing Research*)

“Can AI Improve Marketing Communications for Small Businesses? Field Evidence from Early Adopters” (Reject & Resubmit, *International Journal of Research in Marketing*)

“Do Employees Make Good Influencers? Evidence from Peloton” (Reject & Resubmit, *Journal of Marketing*)

WORKING PAPERS

“Gender Homophily and Gendered Demand in Mental Health Care” with Verina Que

“Advertising After a Crisis: How Mass Shootings Shape Therapists’ Geographic Targeting” with Hyesung Yoo

“Political Ideology Predicts Allocation Preferences in Interpersonal Contexts” with Chang-Yuan Lee

NON-REFEREED PAPERS

“The Effects of Telemedicine on Market Structure and Implications for Regulation” (July 2023, *Competition Policy International*)

AWARDS AND EXTERNAL FUNDING

SSHRC Insight Development Grant, 2025 (\$47,080) for “Gender Homophily in the Market for Mental Health Care”

TD MDAL Grant, 2025 (\$4620) for “Occupational Licensing and Psychologist Supply”

SSHRC Insight Grant, 2025 (\$59,083) for “Can AI Improve Marketing Communications for Small Businesses?”

TD MDAL Grant, 2024 (\$6450) for “Exposure Bucks: The Value of Brand Collaborations to Influencers”

Institute for Gender and the Economy Grant, 2023 (\$2500) for “Gender Homophily and Gendered Demand in Mental Health Care” (joint with Verina Que)

Behaviourally-Informed Organizations Grant, 2021 (\$6900) for “Dynamic Content Consumption and Behavioural Recommendation System Design”

TD MDAL Grant, 2021 (\$5000) for “Learning from Even Weaker Ties: Peer Effects from Strangers in Online Purchases” (joint with Wei Lu)

IMI Grant, 2019 (\$3200) for “Human Adaptation to AI Innovations”

Connaught New Research Award, 2018 (\$9540) for “Endogenous Therapist Supply”

Net Institute Summer Research Grant, 2016 and 2017

Griswold Center for Economic Policy Research Grant, 2014

Center for Information Technology Policy Fellowship, 2013-2014

Princeton University Graduate Student Fellowship, 2012-2016

Louis A. Simpson '60 Graduate Fellowship in Economics, 2011

Arthur Child Ontario Graduate Scholarship in Economics, 2010

CONFERENCES AND PRESENTATIONS (INCLUDING FORTHCOMING, MARKED WITH *)

- 2026: Marketing Dynamics (Paris), Sandra Rotman Center for Healthcare Strategy (Toronto), Economics of Digital Health Workshop (Berlin)
- 2025: Health Care Markets (Baltimore), Empirical Theoretical Symposium* (Guelph), Marketing Science* (Washington D.C.)
- 2024: International Industrial Organization Conference (Boston), Theory and Practice in Marketing (Austin)
- 2023: Johns Hopkins University Carey Business School, International Industrial Organization Conference (Washington), INFORMS Marketing Science Conference (Miami), Empirical Theoretical Symposium* (Kingston), Theory and Practice in Marketing (Lausanne)
- 2022: International Industrial Organization Conference (Boston), Canadian Economics Association (Ottawa), Canadian Health Economics Study Group (Ottawa), INFORMS Marketing Science Virtual Conference, American Society of Health Economics Conference (Austin), ACM Special Interest Group on Economics and Computation EC'22 (Boulder), Federal Communications Commission (virtual, invitation), FTC Micro Conference (Washington)
- 2021: Johns Hopkins University Carey Business School, International Industrial Organization Conference, the European Marketing Academy Annual Conference, Canadian Health Economics Study Group, INFORMS Marketing Science Virtual Conference, International Health Economics Association Congress, Conference on Artificial Intelligence, Machine Learning and Business Analytics
- 2020: ASSA, International Industrial Organization Conference (Boston), Canadian Economics Association Annual Meeting (Toronto), Canadian Health Economics Study Group (Toronto) (all cancelled due to Covid-19)
- 2019: CIREQ Montreal Applied Economics Conference: Organization, Interactions and Competition in the Digital Economy, International Industrial Organization Conference (Boston), University of Wisconsin-Madison invited seminar, Canadian Economics Association Annual Meeting (Banff), Rocky Mountain Empirical Trade Conference (Banff)

- 2018: Canadian Economics Association Annual Meeting (Montreal), Bargaining: Experiments, Empirics and Theory (Columbia University)
- 2017: NET Institute Conference (New York), Federal Communications Commission (Washington D.C., invited seminar), Implementation of Structural Dynamic Models (London), Canadian Economics Association Annual Meeting (Antigonish), HEC Montreal, York University, New York University, University of Calgary, Sauder School of Business
- 2016: Canadian Economics Association Annual Meeting (Ottawa), NBER Economics of Digitization Graduate Student Tutorial (Stanford), NBER Economics of Digitization Summer Workshop (Boston), Rimini Conference in Economics and Finance (Center for International Governance Innovation)
- 2015: Canadian Economics Association Annual Meeting (Toronto), NBER Economics of Digitization Summer Workshop (Boston)

TEACHING

- 2017-2026 Course Instructor, University of Toronto Mississauga
MGT252 Principles of Marketing (undergraduate)
IMI201 Introduction to Marketing for Science Minors (undergraduate, since Fall 2018)
MMI1020 Introduction to Big Data Analysis (masters, since Fall 2019)
- 2012-2017 Teaching Assistant, Princeton University
Graduate Industrial Organization, Undergraduate Econometrics, Economics of the Internet, Introduction to Microeconomics
- 2010-2011 Teaching Assistant, University of Toronto
Intermediate Microeconomics

ACADEMIC SERVICE

Referee: Marketing Science, Management Science, Journal of Marketing Research, Journal of the European Economic Association, Review of Economics and Statistics, IMF Economic Review, Journal of Political Economy: Microeconomics, Hong Kong Research Grants Council, Journal of Human Resources