

DANIEL M. RINGEL

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EDUCATIONAL BACKGROUND

PhD in Marketing, Goethe-University, Frankfurt, Germany, March 2017
MBA, Goethe Business School in Alliance with Duke, Frankfurt, Germany, June 2011
BA Business and Economics, Baden-Württemberg Cooperative State University, Germany, September 2000

PROFESSIONAL EXPERIENCE

Assistant Professor of Marketing, Kenan-Flagler Business School, University of North Carolina, June 2017 – present
Founder and Managing Director: Ringel Modellbau (RC Aircraft), Germany, China, 2005 – 2011
Director and Management Consultant, DMRcon, Germany, 2004 – 2011
Management Consultant, The Monitor Group, Switzerland, South Africa, Germany, 2000 – 2003

AWARDS, GRANTS, HONORS

Fellow of the Marketing EDGE Professors Institute (2022), Dallas, TX, USA
UNC Junior Faculty Development Award 2020, Chapel Hill, NC, USA (\$10,000)
Wolfgang-Ritter-Prize (2019), Bremen, Germany (€20,000)
Fellow Marketing Strategy Consortium (2019), Bloomington, IN, USA
Dissertation Award German Brand Association (2018), Berlin, Germany (1st runner-up €3,000)
Winner Retail Science Award (2018) of the EHI Retail Institute, Düsseldorf, Germany (€10,000)
Fellow of the Marketing EDGE Professors Institute (2018), Dallas, TX, USA
Winner of the German Science Award (2017) of the German Marketing Association, Frankfurt, Germany (€7,000)
Research Grant together with Bernd Skiera from the German National Science Foundation for the project “Creating Insights in Large Markets” (2016) (€339,000)
Fellow of the AMA-Sheth Doctoral Consortium (2015), London, UK
Fellow of the Marketing Science Doctoral Consortium (2015), Baltimore, MD, USA
Research Grant “Friends and Sponsors of Goethe-University” (2015), Frankfurt, Germany (€1,000)
Winner ISMS Doctoral Dissertation Proposal Competition (2014), Baltimore, MD, USA (\$5,000)
Research Grant “Friends and Sponsors of Goethe-University” (2014), Frankfurt, Germany (€1,000)
Fellow of the EMAC Doctoral Consortium (2014), Valencia, Spain

RESEARCH INTERESTS

Intersection of marketing and data science: Competitive analysis, market structure evolution and visualization, assortment management, consumer search, and customer experience (CX).

PUBLISHED REFEREED JOURNAL ARTICLES AND CONFERENCE PROCEEDINGS

Matthe, Maximilian, **Daniel M. Ringel** and Bernd Skiera (2022), "Mapping Market Structure Evolution". Forthcoming in *Marketing Science*.

Ringel, Daniel M. (2022), "Multimarket Membership Mapping". Forthcoming in the *Journal of Marketing Research*.
<https://doi.org/10.1177/00222437221110460>

France, Stephen L., **Daniel M. Ringel** and Wenjun Zhou (2022), "Data Analytics Methods for Marketing Strategy Researchers". *Celebrating the Past and Future of Marketing and Discovery with Social Impact, Proceedings of the 2021 AMS Virtual Annual Conference and World Marketing Congress*.
https://dx.doi.org/10.1007/978-3-030-95346-1_102

Ringel, Daniel M., and Bernd Skiera (2016), "Visualizing Asymmetric Competition among more than 1,000 Products using Big Search Data." *Marketing Science* 35 (3), 511-534.
<https://doi.org/10.1287/mksc.2015.0950>

Ringel, Daniel M., and Bernd Skiera (2014), "Understanding Competition Using Big Consumer Search Data". *Proceedings of the 2014 47th Hawaii International Conference on System Sciences*.
<https://dx.doi.org/10.1109/HICSS.2014.388>

RESEARCH PAPERS IN THE REVIEW PROCESS

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WORKING PAPERS

Gabel, Sebastian and **Daniel M. Ringel**, "Market Basket Analysis with Context-Aware Product Embeddings."

Ringel, Daniel M., Oliver Borchers and Sabine Kuester, "A New Lens on Customer Experiences through Twitter."

Zhang, Yifan, **Daniel M. Ringel**, Arvind Rangaswamy, and Bernd Skiera, "Zigzag funnel: An empirical model of online consumer consideration process with backtracking."

WORK IN PROGRESS

Ringel, Daniel M. and Oliver Borchers, "Roping-up Corona: Disambiguating Branded Homonyms in Unstructured Data."

Max Matthe, **Daniel M. Ringel**, and Bernd Skiera, "Discovering Consumers' Information Needs from Online Search Tasks."

Max Matthe, Orian Mahlow, and **Daniel M. Ringel**, "Politics in Flux: How Party Positioning Dynamics impact Voter Support."

BOOK CHAPTERS

Ringel, Daniel M. and Bernd Skiera (2018) "Chapter 19. Visualizing asymmetric competitive market structure in large markets." *Handbook of Marketing Analytics: Methods and Applications in Marketing Management, Public Policy, and Litigation Support*, Mizik N, Hanssens DM, eds., Edward Elgar Publishing.
<https://doi.org/10.4337/9781784716752>

PRESENTATIONS

- “Special Session: Data Analytics Methods for Marketing Strategy Researchers” *with Stephen France and Wenjun Zhou* (June 3rd, 2021), 2021 Academy of Marketing Science Virtual Conference.
- “Mining Experiences from UGC: The Customer Experience Score” (December 4th, 2020), UNC Marketing Area Brown-Bag.
- “Mining Experiences from UGC: The Customer Experience Score” (June 12th, 2020), Marketing Science Virtual Conference 2020.
- “Mining Customer Experience (CX) from UGC” (March 11th, 2020), Humboldt University of Berlin, Berlin, Germany.
- “Mining Customer Satisfaction from Online Chatter to Predict Firm Performance” (November 5th 2019), 2019 AI Innovations Forum, SAS World Headquarters, Cary, NC, USA.
- “A Multi-Sense Temporal Neural Word Embedding for Text Analysis” (July 11th 2019), Universität Bremen, Bremen, Germany.
- “Dynamics in the Evolution of Consumers’ Brand Associations: A Temporal Neural Word Embedding for UGC” (June 5th 2019), 16th Marketing Dynamics Conference, College Park, MD, USA.
- “Artificial Intelligence and the Evolution of Brand Associations” (March 21st 2019), 23rd G-E-M Markendialog (Annual Conference of the German Association for Brand Development), Berlin, Germany.
- “Market Structure and Product Cannibalization” (August 3rd 2018), Invited talk B/S/H (Bosch-Siemens Hausgeräte Headquarters), Munich, Germany.
- “Market Structure and Product Cannibalization” (July 31st 2018), Invited talk Ceconomy / MediaMarktSaturn Retail Group, Ingolstadt, Germany.
- “Proleptic Market Analysis: Market Analysis based on Consumers’ Attention” (June 15th 2018), ISMS 40th Marketing Science Conference, Philadelphia, PA, USA.
- “Proleptic Market Analysis: Market Analysis based on Consumers’ Attention” (June 1st 2018), Special Session at the 47th European Marketing Academy Conference, Glasgow, Scotland.
- “Proleptic Market Analysis of the German Retail Banking Market” (February 1st 2018), Joint Spring Conference 2018 of IBM and Goethe University E-Finance Lab, Frankfurt, Germany.
- “Visualizing Asymmetric Competition among over 1,000 Products using Big Search Data” (November 23rd 2017), German Marketing Day, Frankfurt, Germany.
- “Multi-Market Membership Mapping” (November 3rd 2017), George-Washington University, Washington D.C., USA.
- “Multi-Market Membership Mapping” (January 31st 2017), University of Cologne, Cologne, Germany.
- “Creating Insights in Large Markets” (October 11th 2016), University of Technology Sydney, Sydney, Australia.
- “Creating Insights in Large Markets” (September 19th 2016), Kenan-Flagler Business School, University of North Carolina at Chapel Hill, Chapel Hill, NC, USA.
- “Creating Insights in Large Markets” (September 16th 2016), Dartmouth College, Tuck School of Business, Hanover, NH, USA.
- “Estimating New Product Cannibalization using Online Search Data” (June 19th 2015), ISMS 37th Marketing Science Conference, Baltimore, MD, USA.
- “Visualizing Asymmetric Competition among over 1,000 Products using Big Search Data” (June 19th 2015), Invited Session at ISMS 37th Marketing Science Conference, Baltimore, MD, USA.
- “Digital Market Maps: Using Search Engine Results to Visualize Competition between Hundreds of Brands” (June 15th 2015), Penn State University, State College, PA, USA.
- “Estimating New Product Cannibalization using Online Search Data” (June 12th 2015), Theory + Practice in Marketing Conference, Atlanta, GA, USA.

- “Estimating New Product Cannibalization using Online Search Data” (May 29th 2015), 44th European Marketing Academy Conference, Leuven, Belgium.
- “Visualizing Asymmetric Competition among over 1,000 Products using Big Search Data” (June 13th 2014), ISMS 36th Marketing Science Conference, Atlanta, GA, USA.
- “Visualizing Asymmetric Competition among over 1,000 Products using Big Search Data” (June 6th 2014), 43rd European Marketing Academy Conference, Valencia, Spain.
- “Visualizing Asymmetric Competition among over 1,000 Products using Big Search Data” (June 2nd 2014), 27th EMAC 2014 Doctoral Colloquium, Valencia, Spain.
- “Visualizing Asymmetric Competition among over 1,000 Products using Big Search Data” (May 22nd 2014), Theory + Practice in Marketing Conference, Evanston, IL, USA.
- “Competitive Analysis in the Retail Sector using Big Data” (March 26th 2014), BITKOM Big Data Summit “Big Data – Smart Business”, Hanau, Germany.
- “Painting the Picture: Market Structure with over 1,000 Competitors” (Feb 27th 2014), Joint Doctoral Colloquium at Judge Business School, Cambridge, UK.

TEACHING

University of North Carolina Kenan-Flagler Business School

- Data Science and Artificial Intelligence in Marketing (MBA 742)
Spring 2021, 2022 (2 Sections)
- Data Science in the Business World (BUSI 488 and COMP 488)
Spring 2020, 2021, 2022 (2 Sections)
- Principles of Marketing (BUSI 406)
Fall 2017 (2 sections), Fall 2018 (3 sections)

Goethe-University Frankfurt

- Big and Small Data Analysis (PhD & MS)
Fall 2016 (together with Bernd Skiera)
- Electronic Commerce (BA)
Fall 2015 (together with Bernd Skiera)
- Marketing Engineering (BA)
Fall 2013, 2014 (TA)

SERVICE

Referee

Marketing Science, Journal of Marketing Research, Journal of Marketing, Management Science, Journal of Interactive Marketing, Management Science

PhD Advisor

Co-Advisor of Maximilian Matthe (5th year doctoral candidate at Goethe University Frankfurt)

PROFESSIONAL MEMBERSHIPS

American Marketing Association (AMA), Academy of Marketing Science (AMS), European Marketing Academy (EMA), Institute for Operations Research and the Management Sciences (INFORMS), American Association for the Advancement of Science (AAAS), German Academic Association for Business Research (VHB)

Last updated July 29th, 2022