

Dina Mayzlin

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<http://mba.yale.edu/faculty/profiles/mayzlin.shtml>

ACADEMIC POSITIONS

School of Management, Yale University, New Haven, CT

2007 - Present	Associate Professor of Marketing
2001 – 2007	Assistant Professor of Marketing

EDUCATION

1997 – 2001	Sloan School of Management, Massachusetts Institute of Technology Ph.D., Marketing (degree granted in 2002) - Winner of John A. Howard AMA Doctoral Dissertation Award
1993 – 1997	Massachusetts Institute of Technology S.B., Economics

PUBLICATIONS

Total number of citations: 465 (Web of Science), 1650 (Google Scholar)

My Research Statement is available at http://mba.yale.edu/faculty/pdf/mayzlin_research_statement.pdf

1. Mayzlin, Dina and Hema Yoganarasimhan (2011), “Link to Success: How Blogs Build an Audience by Monitoring Rivals,” *Management Science*, forthcoming.
2. Thomadsen, Raphael, Robert Zeithammer, Dina Mayzlin, Yesim Orhun, Amit Pazgal, Devavrut Purohit, Ram Rao, Michael Riordan, Jiwoong Shin, Monic Sun, J. Miguel Villas-Boas, “A Reflection on Analytical Work in Marketing: Three Points of Consensus,” *Marketing Letters*, forthcoming.
3. Mayzlin, Dina and Jiwoong Shin (2011), “Uninformative Advertising as an Invitation to Search,” *Marketing Science*, 30 (4), 666-685.
 - This paper will be reprinted in the Festschrift to Honor John. D. C. Little.
4. Godes, David and Dina Mayzlin (2009) “Firm-Created Word-of-Mouth Communication: Evidence from a Field Study,” *Marketing Science*, 28 (4), 721-739.
 - Finalist, 2009 John D.C. Little Best Paper Award
 - Citations as of 11/9/2011: Web of Science: 28, Google Scholar: 129
5. Lehmann, Donald and Dina Mayzlin (2007), “Communication and New Product Adoption,” *The SAGE Handbook of Advertising* (Editors: Tellis and Ambler).

6. Chevalier, Judith and Dina Mayzlin (2006), "The Effect of Word of Mouth on Sales: Online Book Reviews," *Journal of Marketing Research*, 43 (3), 345-354.
 - Winner, 2011 O'Dell Award (awarded to the paper published in *JMR* in 2006 that had the most significant long-term contribution to the field of marketing)
 - Citations as of 11/9/2011: Web of Science: 170, Google Scholar: 651
 - Most highly-cited *Journal of Marketing Research* paper since 2003
7. Mayzlin, Dina (2006), "Promotional Chat on the Internet," *Marketing Science*, 25 (2), 155-163.
 - Winner, 2006 Frank Bass Outstanding Dissertation Award
 - Finalist, 2006 John D.C. Little Best Paper Award
 - Citations as of 11/9/2011: Web of Science: 52, Google Scholar: 175
8. Godes, David, Dina Mayzlin, Yubo Chen, Sanjiv Das, Chrysanthos Dellarocas, Bruce Pfeiffer, Barak Libai, Subrata Sen, Mengze Shi, Peeter Verlegh (2005), "The Firm's Management of Social Interactions," *Marketing Letters*, 16 (3), 415-428.
 - Citations as of 11/9/2011: Web of Science: 31, Google Scholar: 93
9. Godes, David and Dina Mayzlin (2004), "Using Online Conversations to Study Word of Mouth Communication," *Marketing Science*, 23 (4), 545-560.
 - Winner, 2011 INFORMS Society for Marketing Science Long Term Impact Award (awarded to a paper published in *Marketing Science*, *Management Science*, or any other INFORMS journal in 2001-2005 that made a significant long run impact on the field of Marketing)
 - Finalist, 2010 INFORMS Society for Marketing Science Long Term Impact Award
 - Finalist, 2005 Frank Bass Outstanding Dissertation Award
 - Translated into French and reprinted in *Recherche et Applications in Marketing*, vol.19, no. 4, 2004, pp. 89-110
 - Citations as of 11/9/2011: Web of Science: 153, Google Scholar: 482
 - Most highly-cited *Marketing Science* paper since 2001
10. Gruber, Jonathan, John Kim, Dina Mayzlin (1999), "Physician Fees and Procedure Intensity: the Case of Cesarean Delivery," *Journal of Health Economics*, 18 (4), 473-490.
 - Citations as of 10/24/2011: Web of Science: 30, Google Scholar: 88

WORKING PAPERS

11. Godes, David and Dina Mayzlin (2009), "Using the Compensation Scheme to Signal the Ease of a Task" (invited revision at *Marketing Science*)
12. Campbell, Arthur, Dina Mayzlin, and Jiwoong Shin (2011), "A Model of Buzz and Advertising"

CURRENT PROJECTS

13. Mayzlin, Dina, Yaniv Dover, and Judy Chevalier (2011), "Promotional Reviews: An Empirical Investigation of Online Review Manipulation"
14. Shin, Jiwoong, Dina Mayzlin, and Yaniv Dover (2011), "Rumor Management"

15. Lu, Michelle Y., Dina Mayzlin, and Jiwoong Shin (2011), "Optimal Review System Design under Platform Competition"

HONORS AND AWARDS

INFORMS Society for Marketing Science Long Term Impact Award (awarded to a paper published in *Marketing Science*, *Management Science*, or another INFORMS journal in 2001-2005 that made a significant long run impact on the field of Marketing), 2011

O'Dell Award (awarded to the paper published in *JMR* in 2006 that had the most significant long-term contribution to the field of marketing), 2011

Keynote speaker at the ZEW (Centre for European Economics Research) 9th Conference on the Economics of Information and Communication Technologies, Mannheim, Germany 2011

Finalist INFORMS Society for Marketing Science Long Term Impact Award, 2010

Finalist John D.C. Little Best Paper Award, 2009

Marketing Science Doctoral Consortium Faculty Fellow, 2009

AMA-Sheth AMA Doctoral Consortium Faculty Fellow, 2008

Frank M. Bass Outstanding Dissertation Award, 2006

Finalist John D.C. Little Best Paper Award, 2006

MSI Young Scholar, 2006

Finalist Frank M. Bass Outstanding Dissertation Award, 2005

John A. Howard AMA Doctoral Dissertation Award, 2001-2002

AMA-Sheth Doctoral Consortium Fellow, MIT, 2000

TEACHING

MBA

Social Media Management
Leadership Development Program
Strategic Marketing Communications
High-Tech Marketing
E-Business and Marketing
Advertising Management
Yale Center for Customer Insights student project advisor

PhD

Quantitative Seminar in Marketing (I and II)
Analytical Methods in Marketing

Doctoral Advising (First Position)

Yaniv Dover (post-doctoral advisor, on the job market in 2011)
Shachar Reichman (Outside Committee member, currently a post-doc at MIT)
Boudhayan Sen (Committee, on the job market in 2011)

Hema Yoganarasimhan (Co-Chair, UC Davis), winner of MSI Clayton Dissertation Proposal Competition
Sumon Datta (Committee, Purdue)
Jackie Luan (Committee, Dartmouth)

PROFESSIONAL ACTIVITIES

Editorial Board

Marketing Science (2007 – present)
Journal of Marketing Research (May 2010 – present)
International Journal of Research in Marketing (October 2009 – present)

Conference Organizing

Member Senior Program Committee 13th ACM Conference on Electronic Commerce, 2012
Chair of Session on Social Media, Yale YCCI Conference, 2010 - 2012
Associate Editor for the special issue on Social Media and Business Transformation of *Information Systems Research*, 2011

Ad hoc Reviewer

American Economic Journal: Applied Economics
Information Systems Research
Israel Science Foundation
Information Economics and Policy
International Journal of Research in Marketing
Journal of Advertising
Journal of Business
Journal of Consumer Research
Journal of Economics and Management Strategy
Journal of Economic Behavior and Organization
Journal of Health Economics
Journal of Interactive Marketing
Journal of Marketing
Journal of Marketing Research
Journal of Political Economy
Journal of Retailing
Management Science
Marketing Letters
Marketing Science
Marketing Science Institute
National Science Foundation
Quantitative Marketing and Economics
RAND Journal of Economics
Review of Marketing Science
Social Sciences and Humanities Research Council of Canada

INVITED TALKS AND CONFERENCE PRESENTATIONS

2011

Washington University St Louis Marketing Seminar
Dartmouth Marketing Seminar
NYU Information Systems Seminar
UCSD Marketing Seminar
USC Marketing Seminar
University of Pennsylvania Marketing Seminar
NBER Program on the Economics of Digitization
Marketing Science Conference, Rice University
ZEW (Centre for European Economics Research) 9th Conference on the Economics of
Information and Communication Technologies, Mannheim, Germany
4th Workshop on the Economics of Advertising and Marketing, Moscow, Russia
Yale Center for Customer Insights Conference
Hebrew University Marketing Seminar, Israel
Boston University Marketing Seminar

2010

3rd Workshop on the Economics of Advertising and Marketing, Barcelona, Spain
Invitational Choice Symposium, Miami Business School
Columbia University Marketing Seminar
Georgetown University Marketing Seminar

2009

University of Alberta at Edmonton Marketing Seminar Series
Wharton Interactive Media Initiative's Conference on Modeling Social Network Data
University of Pennsylvania ACR Conference, Pittsburgh
Marketing Science Conference, University of Michigan
University of Texas at Austin Marketing Seminar
Yale Microeconomic Theory Lunch
New England Marketing Consortium, Harvard Business School
Summer Institute in Competitive Strategy, Berkeley, CA (presented by co-author)
John D.C. Little Festschrift Celebration, Marketing Science Conference, University of
Michigan (presented by co-author)
Yale School of Management Wednesday Lunch Seminar
Rotterdam School of Management and Erasmus School of Economics Marketing Seminar,
Netherlands
University of Tilburg Marketing Seminar, Netherlands
University of Maryland Marketing Seminar

2008

QME Conference, New York University
Marketing Science Conference, University of British Columbia
Fourth Symposium on Statistical Challenges in Electronic Commerce Research, NYU
University of Maryland Marketing Camp
University of Minnesota Marketing Seminar
Carnegie Mellon University (Heinz School of Public Policy) Seminar

2007

MSI Young Scholars Conference, Park City, Utah

2006

Yale School of Management Wednesday Lunch Seminar Series
Summer Institute in Competitive Strategy, Berkeley, CA
Marketing Science Conference, University of Pittsburgh
DARPA Decision Sciences Research Council Meeting, San Francisco, CA
Marketing Science Institute Board Meeting, Boston, MA
Chicago Marketing Seminar Series, 2006
NYU/Columbia/Wharton/Yale Marketing Consortium, NYU

2005

Marketing in Israel Conference
Northeast Marketing Consortium, Harvard Business School
Washington University, St. Louis Marketing Seminar
New York University Marketing Seminar

2004

Harvard Business School Marketing Seminar
University of Pennsylvania Marketing Seminar

2003

MIT Marketing Seminar Series
Tel Aviv University Marketing Seminar Series
Interdisciplinary Center Herzliya Marketing Seminar Series
Marketing Science Conference, University of Maryland
Informs Conference, Atlanta
Summer Institute in Competitive Strategy, Berkeley, CA

2002

Marketing Science Conference, Edmonton, Canada
NYU/Columbia/Wharton/Yale Marketing Consortium

2001

Marketing Science Conference, Wiesbaden, Germany
Economics of the Internet, Stanford Institute for Theoretical Economics Summer Workshop
New York University Information Systems Research seminar
Fifth Invitational Choice Symposium, Asilomar, California
MIT Economic Theory Lunch

2000

Berkeley Marketing Seminar
Carnegie Mellon University Marketing Seminar
Cornell Marketing Seminar
Duke Marketing Seminar
MIT Marketing Seminar
Northwestern Marketing Seminar
Purdue Marketing Seminar
Rochester Marketing Seminar
University of Florida Marketing Seminar
University of California, Los Angeles Seminar
University of Southern California Marketing Seminar

University of Texas, Dallas Marketing Seminar
University of Toronto Marketing Seminar
University of Washington, Seattle Marketing Seminar
Washington University, St. Louis Marketing Seminar
Yale Marketing Seminar