

Dina Mayzlin

Yale School of Management

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Academic Positions

Yale School of Management

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 - Winner of John A. Howard AMA Doctoral Dissertation Award
1993 – 1997	Massachusetts Institute of Technology S.B., Economics

Publications

- David Godes and Dina Mayzlin (2009) "Firm-Created Word-of-Mouth Communication: Evidence from a Field Study," *Marketing Science*, forthcoming.
- Donald Lehmann and Dina Mayzlin (2007), "Communication and New Product Adoption," *The SAGE Handbook of Advertising* (Editors: Tellis and Ambler).
- Judith Chevalier and Dina Mayzlin (2006), "The Effect of Word of Mouth on Sales: Online Book Reviews," *Journal of Marketing Research*, 43 (3), 345-354.
- Dina Mayzlin (2006), "Promotional Chat on the Internet," *Marketing Science*, 25 (2), 155-163.
- Winner of the 2006 Bass Outstanding Dissertation Award
- Finalist for the John D.C. Little Best Paper Award
- David Godes, 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.
- David Godes and Dina Mayzlin (2004), "Using Online Conversations to Study Word of Mouth Communication," *Marketing Science*, 23 (4), 545-560.
- Finalist for the 2005 Bass Outstanding Dissertation Award.
- Jonathan Gruber, John Kim, Dina Mayzlin (1999), "Physician Fees and Procedure Intensity: the Case of Cesarean Delivery," *Journal of Health Economics*, 18 (4), 473-490.

Working Papers

- Dina Mayzlin and Jiwoong Shin, "A Model of Image Advertising"
- Dina Mayzlin and Hema Yoganasimhan, "Link to Success: How Blogs Build an Audience by Monitoring Rivals" (invited revision at *Marketing Science*)
- David Godes and Dina Mayzlin, "Using the Compensation Scheme to Signal the Ease of a Task" (invited revision at *Marketing Science*)

Dina Mayzlin, "The Influence of Social Networks on the Effectiveness of Promotional Strategies"

Work in Progress

Dina Mayzlin and Wendy Moe, "The Impact of Consumer Reviews on Firm Profits"

David Godes, Dina Mayzlin and Catherine Tucker, "Endogenous v. Exogenous Referrals: A Field Experiment"

David Godes and Dina Mayzlin, "A Method to Forecast the Social Acceptance of User-Generated Content"

Honors and Awards

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

Strategic Marketing Communications

High-Tech Marketing

E-Business and Marketing

Advertising Management

PhD

Quantitative Seminar in Marketing (I and II)

Analytical Methods in Marketing

Doctoral Advising (First Position)

Hema Yoganarasimhan (Co-Chair, UC Davis), winner of MSI Clayton Dissertation Proposal Competition

Jackie Luan (Committee, Dartmouth)

Professional Activities

Editorial Board

Marketing Science (2007 – present)

Ad hoc Reviewer

Journal of Marketing Research

Management Science

Journal of Consumer Research

Quantitative Marketing and Economics

Marketing Letters

Information Economics and Policy

Review of Marketing Science

International Journal of Research in Marketing

Journal of Advertising

Journal of Business

Journal of Economics and Management Strategy

Journal of Interactive Marketing

Journal of Marketing
Journal of Political Economy
Journal of Retailing
Information Systems Research
Marketing Science Institute
National Science Foundation
Israel Science Foundation
Social Sciences and Humanities Research Council of Canada

Invited Talks and Conference Presentations

Strategic Network-Building

Wharton Interactive Media Initiative's Conference on Modeling Social Network Data,
University of Pennsylvania, 2009

A Model of Image Advertising

QME Conference, New York University, 2008
Marketing Science Conference, University of British Columbia, 2008

Link to Success: How Blogs Build an Audience by Monitoring Rivals

Fourth Symposium on Statistical Challenges in Electronic Commerce Research, New York
University, 2008
University of Maryland Marketing Camp, 2008
University of Minnesota Marketing Seminar Series, 2008
Carnegie Mellon University (Heinz School of Public Policy) Seminar Series, 2008
Yale School of Management Wednesday Lunch Seminar Series, 2006
Summer Institute in Competitive Strategy, Berkeley, CA, 2006
Marketing Science Conference, University of Pittsburgh, 2006

Managing Social Interactions

Stewards of Change Conference, Yale, 2009
MSI Young Scholars Conference, Park City, Utah, 2007
DARPA Decision Sciences Research Council Meeting, San Francisco, CA, 2006
Marketing Science Institute Board Meeting, Boston, MA, 2006

Using the Compensation Scheme to Signal the Ease of a Task

Chicago Marketing Seminar Series, 2006
NYU/Columbia/Wharton/Yale Marketing Consortium, NYU, 2006
Marketing in Israel Conference, 2005

Firm-Created Word-of-Mouth Communication: A Field-Based Quasi-Experiment

Northeast Marketing Consortium Fall, Harvard Business School, 2005
Washington University, St. Louis Marketing Seminar Series, 2005
New York University Marketing Seminar Series, 2005

The Effect of Word of Mouth on Sales: Online Book Reviews

Harvard Business School Marketing Seminar Series, 2004
University of Pennsylvania Marketing Seminar Series, 2004
MIT Marketing Seminar Series, 2003
Tel Aviv University Marketing Seminar Series, 2003
Interdisciplinary Center Herzliya Marketing Seminar Series, 2003
Marketing Science Conference, University of Maryland, 2003
Informs Conference, Atlanta, 2003

The Influence of Social Networks on the Effectiveness of Promotional Strategies

Summer Institute in Competitive Strategy, Berkeley, CA, 2003
Marketing Science Conference, Edmonton, Canada, 2002

Using Online Conversations to Study Word of Mouth Communication

NYU/Columbia/Wharton/Yale Marketing Consortium, 2002

Marketing Science Conference, Wiesbaden, Germany, 2001

Word-of-Mouth Communication on the Internet

Economics of the Internet, Stanford Institute for Theoretical Economics Summer Workshop,
2002

Promotional Chat on the Internet

New York University Information Systems Research seminar, 2001

MIT Economic Theory Lunch, 2001

Berkeley Marketing Seminar Series, 2000

Carnegie Mellon University Marketing Seminar Series, 2000

Cornell Marketing Seminar Series, 2000

Duke Marketing Seminar Series, 2000

MIT Marketing Seminar Series, 2000

Northwestern Marketing Seminar Series, 2000

Purdue Marketing Seminar Series, 2000

Rochester Marketing Seminar Series, 2000

University of Florida Marketing Seminar Series, 2000

University of California, Los Angeles Seminar Series, 2000

University of Southern California Marketing Seminar Series, 2000

University of Texas, Dallas Marketing Seminar Series, 2000

University of Toronto Marketing Seminar Series, 2000

University of Washington, Seattle Marketing Seminar Series, 2000

Washington University, St. Louis Marketing Seminar Series, 2000

Yale Marketing Seminar Series, 2000