

# Dina Mayzlin

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## ACADEMIC POSITIONS

Marshall School of Management, University of Southern California, Los Angeles, CA

2012 - present Associate Professor of Marketing (with tenure)

School of Management, Yale University, New Haven, CT

2007 - 2012 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)

1993 - 1997 Massachusetts Institute of Technology  
S.B., Economics

## RESEARCH CITATIONS

Total number of citations (as of 05/10/2018):

Web of Science: 2,886 (2,039 since 2013)

Google Scholar: 10,017 (6,665 since 2013)

## TOP AWARDS IN DISCIPLINE

Three-time winner (2011, 2013, and 2017) of INFORMS Society for Marketing Science Long Term Impact Award (given annually to a marketing paper published in *Marketing Science*, *Management Science*, or another INFORMS journal, that is viewed to have made a significant long run impact on the field of Marketing)

John D.C. Little Best Paper Award, 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

Frank M. Bass Outstanding Dissertation Award, 2006

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

## OTHER HONORS

Keynote Speaker at Interactive Marketing Research Summit, 2018

USC Marshall School of Business Dean's Award for Community, 2017  
 USC Marshall School of Business Dean's Award for Research Impact, 2016  
 Keynote speaker at New York Computer Science and Economics Day (NYCE 2016), NYU  
 Marketing Science Doctoral Consortium Faculty Fellow, 2009, 2014  
 Keynote speaker at Advertising & Consumer Psychology Conference on Social Media, San Diego, CA 2013  
 Keynote speaker at the ZEW (Centre for European Economics Research) 9<sup>th</sup> 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, 2006, 2009  
 AMA-Sheth AMA Doctoral Consortium Faculty Fellow, 2008  
 MSI Young Scholar, 2006  
 Finalist Frank M. Bass Outstanding Dissertation Award, 2005

## PUBLICATIONS

- Chevalier, Judy, Yaniv Dover, and Dina Mayzlin (2018), "Channels of Impact: User reviews when quality is dynamic and managers respond" (forthcoming in *Marketing Science*)
- Campbell, Arthur, Dina Mayzlin, and Jiwoong Shin (2017), "Managing Buzz," *The Rand Journal of Economics*, 48 (1), 203-229.
- Mayzlin, Dina (2016), "Managing Social Interactions," *The Oxford Handbook of the Economics of Networks* (Editors: Editors: Yann Bramoullé, Andrea Galeotti, Brian W. Rogers).
- Mayzlin, Dina, Yaniv Dover, and Judy Chevalier (2014), "Promotional Reviews: An Empirical Investigation of Online Review Manipulation," *American Economic Review*, 104 (8), 2421-55.
  - Citations as of 05/10/2018: Web of Science: 59, Google Scholar: 301
  - Web of Science Highly Cited Paper badge (top 1% in Economics & Business)
- Mayzlin, Dina (2013), "Social Media Management," *Advanced Database Marketing* (Editors: Neslin, Coussement, and De Bock).
- Mayzlin, Dina and Hema Yoganarasimhan (2012), "Link to Success: How Blogs Build an Audience by Monitoring Rivals," *Management Science*, 58 (9), 1651-1668.
  - Citations as of 05/10/2018: Web of Science: 27, Google Scholar: 91
- Thomadsen, Raphael, Robert Zeithammer, Dina Mayzlin, Yesim Orhun, Amit Pazgal, Devavrut Purohit, Ram Rao, Michael Riordan, Jiwoong Shin, Monic Sun, J. Miguel Villas-Boas (2012), "A Reflection on Analytical Work in Marketing: Three Points of Consensus," *Marketing Letters*, 23 (2), 381-389.
- Mayzlin, Dina and Jiwoong Shin (2011), "Uninformative Advertising as an Invitation to Search," *Marketing Science*, 30 (4), 666-685.
  - Winner, 2011 John D.C. Little Best Paper Award
  - This paper was reprinted in the Festschrift to honor John D.C. Little
  - Citations as of 05/10/2018: Web of Science: 36, Google Scholar: 103

- Godes, David and Dina Mayzlin (2009) “Firm-Created Word-of-Mouth Communication: Evidence from a Field Study,” *Marketing Science*, 28 (4), 721-739.
  - Winner, 2017 INFORMS Society for Marketing Science Long Term Impact Award
  - Finalist, 2009 John D.C. Little Best Paper Award
  - Citations as of 05/10/2018: Web of Science: 237, Google Scholar: 793
  - Web of Science Highly Cited Paper badge (top 1% in Economics & Business)
- Lehmann, Donald and Dina Mayzlin (2007), “Communication and New Product Adoption,” *The SAGE Handbook of Advertising* (Editors: Tellis and Ambler).
- 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 05/10/2018: Web of Science: 1,335, Google Scholar: 4,581
  - Most highly-cited *Journal of Marketing Research* paper since 2002
- Mayzlin, Dina (2006), "Promotional Chat on the Internet," *Marketing Science*, 25 (2), 155-163.
  - Winner, 2013 INFORMS Society for Marketing Science Long Term Impact Award
  - Winner, 2006 Frank Bass Outstanding Dissertation Award
  - Finalist, 2006 John D.C. Little Best Paper Award
  - Citations as of 05/10/2018: Web of Science: 179, Google Scholar: 619
- 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 05/10/2018: Web of Science: 176, Google Scholar: 579
- 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
  - 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 05/10/2018: Web of Science: 752, Google Scholar: 2585
  - Most highly-cited *Marketing Science* paper since 2001
- 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 05/10/2018: Web of Science: 82, Google Scholar: 259

## WORKING PAPERS

- Pei, Amy and Dina Mayzlin (2018), “Can Curation Algorithms Work in the Presence of Trolls?”
- Brandes, Leif, David Godes and Dina Mayzlin (2018), “Extremity Bias in Online Reviews: A Field Experiment”

- Pei, Amy and Dina Mayzlin (2018), “Paid vs Independent Product Recommendation by Bloggers”
- Camara, Odilon and Dina Mayzlin (2017), “Strategic Information Provision by Online Platforms”
- Proserpio, Davide, Sridhar Moorthy, and Dina Mayzlin (2018). “Asking for Reviews: An Empirical Investigation of Review Solicitation”

## **TEACHING (USC)**

### **MBA**

Marketing and Consumer Research (MBA)  
Digital Marketing (MBA, undergraduate)

### **PhD**

Research Forum  
Analytical Methods in Marketing

### **Doctoral Advising (First Position)**

Amy Lei (Chair, currently a student at USC)  
Mengxia Zhang (Committee, currently a student at USC)  
Ken Chuk (Committee, currently an economics student at USC)  
Francesca Valsesia (Committee, University of Washington)  
Zibin Xu (Committee, Shanghai Jiao Tong University)  
Lin Liu (Committee, University Central Florida)  
Yaniv Dover (post-doctoral advisor, Dartmouth)  
Shachar Reichman (Outside Committee member, Tel Aviv University)  
Boudhayan Sen (Committee, McKinsey)  
Hema Yoganarasimhan (Co-Chair, UC Davis), winner of MSI Clayton Dissertation Proposal  
Sumon Datta (Committee, Purdue)  
Jackie Luan (Committee, Dartmouth)

## **SELECT SCHOOL AND UNIVERSITY SERVICE (USC)**

1. Marketing PhD program Coordinator (2017 – )
2. Marshall representative to the USC Tenure, Tenure-Track Faculty Affairs Committee (2016 – )
3. Marketing representative to the Marshall Faculty Council (2016 – 2017)
4. Tenure Track Faculty Marketing Chair Search Committee (2015 – 2016)
5. Marketing Chair Search Committee (2016)
6. APR Committee Chair (2014 – 2015)
7. Mentoring Committee (2012 – 2013)

## **PROFESSIONAL ACTIVITIES**

### **Associate Editor**

Marketing Science (2018 – present)

### **Editorial Board**

Marketing Science (2007 – present)  
Marketing Letters (2017 – present)  
Quantitative Marketing and Economics (2017 – present)

International Journal of Research in Marketing (2009 – present)  
Customer Needs and Solutions (2013 – present)  
Journal of Marketing Research (2010 – 2013)

### **SERVICE TO THE FIELD**

Erin Anderson Award Selection Committee Member, 2017, 2018  
Organizing Committee Marketing Science Conference Member, USC, 2017  
Wittink Prize Selection Committee Member, 2016  
Choice Symposium Session Co-organizer Lake Louise, Canada, 2016  
Member Senior Program Committee 13<sup>th</sup> 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

### **INVITED TALKS AND CONFERENCE PRESENTATIONS**

2018

Johns Hopkins University Marketing Seminar  
Keynote Speaker at Interactive Marketing Research Summit, Amsterdam, Netherlands  
Marketing - Industrial Organization Conference at Yale University  
NBER Economics of Digitization, Stanford University

2017

Federal Trade Commission Panel on Consumer Protection at the Western Economic  
Association International Conference, San Diego, CA  
Marketing Science Conference, Los Angeles, CA  
Summer Institute on Competitive Strategy, UC Berkeley, CA  
Marketing Science – Federal Trade Commission Conference on Marketing and Consumer  
Protection, Washington, D.C.  
University of Florida Marketing Seminar  
University of California Berkeley Marketing Seminar  
University of California Davis Marketing Seminar  
Hong Kong University of Science and Technology Marketing Seminar Camp, HK  
Lazaridis School of Business and Economics Marketing Camp, Waterloo, Canada

2016

NBER Summer Institute (Economics of Digitization), Boston, MA  
Choice Symposium Session Co-organizer Lake Louise, Canada  
Interdisciplinary Center Marketing Seminar, Herzliya, Israel  
Rotterdam School of Management and Erasmus School of Economics Marketing Seminar,  
Netherlands  
Vienna University of Economics and Business Marketing Seminar, Austria  
University of British Columbia Marketing Seminar  
24th European Summer Symposium in Economic Theory, Gerzensee, Switzerland  
New Directions in Applied Microeconomics – Theory and Evidence (IO and Social  
Networks), CalTech  
Keynote speaker at New York Computer Science and Economics Day, New York University

2015

Columbia Business School Marketing Seminar  
University of Missouri Marketing Distinguished Research Seminar  
24th European Summer Symposium in Economic Theory, Gerzensee, Switzerland  
New Directions in Applied Microeconomics – Theory and Evidence (IO and Social Networks), CalTech

2014

Arizona State University Marketing Seminar  
Marketing Science Doctoral Consortium, Emory University  
Marketing Science Conference, Emory University  
Economics of Advertising and Marketing Conference, University of Vienna, Austria

2013

University of Colorado at Boulder Marketing Seminar  
Texas A & M Marketing Camp  
University of Washington Marketing Seminar  
Northwestern University Marketing Seminar  
Santa Clara University Marketing Seminar

2012

University of Texas at Dallas PhD Seminar  
USC FBE Applied Economics Seminar  
NBER Program on the Economics of Digitization  
Marketing Science Conference, Boston University  
Stanford University Marketing Seminar  
University of Houston Marketing Seminar

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 Summer Institute (Economics of Digitization), Boston, MA  
Marketing Science Conference, Rice University  
ZEW (Centre for European Economics Research) 9<sup>th</sup> 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