

Dina Mayzlin

Marshall School of Business
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ACADEMIC POSITIONS

Marshall School of Management, University of Southern California, Los Angeles, CA
2019 – present Associate Dean for the Ph.D. Program & Professor of Marketing
2012 - 2019 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 Google Scholar citations (as of 09/13/2021): 15,337

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) 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, 2006, 2009

AMA-Sheth AMA Doctoral Consortium Faculty Fellow, 2008

MSI Young Scholar, 2006

Finalist Frank M. Bass Outstanding Dissertation Award, 2005

PUBLICATIONS

- Pei, Amy and Dina Mayzlin (2021), "Influencing the Influencers" (forthcoming at *Marketing Science*)
- Chevalier, Judy, Yaniv Dover, and Dina Mayzlin (2018), "Channels of Impact: User Reviews when Quality is Dynamic and Managers Respond," *Marketing Science*, 37 (5), 688-709.
 - Google Scholar citations as of 09/13/2021: 105
- 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.
 - Google Scholar citations (as of 09/13/2021): 773
- 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.
 - Google Scholar citations (as of 09/13/2021): 131
- 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
 - Google Scholar citations (as of 09/13/2021): 172

- 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
 - Google Scholar citations (as of 09/13/2021): 1,049
- 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)
 - Google Scholar citations (as of 09/13/2021): 7,214
- 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
 - Google Scholar citations (as of 09/13/2021): 840
- 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.
 - Google Scholar citations (as of 09/13/2021): 825
- 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
 - Google Scholar citations (as of 09/13/2021): 3,586
- 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.
 - Google Scholar citations (as of 09/13/2021): 379

WORKING PAPERS

- Pei, Amy and Dina Mayzlin (2021), “Do Curation Algorithms Amplify the Effect of Trolls on Users?”
- Brandes, Leif, David Godes and Dina Mayzlin (2021), “What Drives Extremity Bias in Online Reviews? Theory and Experimental Evidence” (revise and resubmit at *Journal of Marketing Research*)

TEACHING (USC)

MBA

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

PhD

Research Forum
Analytical Methods in Marketing

Doctoral Advising (First Position)

Ilya Lukibanov (current PhD student)
Amy Lei (Chair, Northwestern University)
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 – 2019)
2. Marshall representative to the USC Tenure, Tenure-Track Faculty Affairs Committee (2016 – 2018)
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)
Journal of Marketing Research (2018 – present)

Editorial Board

Marketing Science (2007 – present)
Marketing Letters (2017 – present)
Quantitative Marketing and Economics (2017 – present)
Journal of Interactive Marketing (2018 – 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

Chair SICS Conference at Berkeley, 2021
Organizing Committee Bass Conference, 2021
Member Program Committee (PC) ACM Conference on Economics and Computation, 2019
ISMS Doctoral Dissertation Proposal Competition Chair, 2018
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, 2016, 2019
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

INVITED TALKS AND CONFERENCE PRESENTATIONS

2021

Haring Symposium

2020

Washington University St Louis Marketing Seminar
Bocconi University Milan Marketing Seminar
Virtual Digital Economy seminar

2019

MIT Marketing Seminar
University of California at Riverside Marketing Seminar
Zero Decade Marketing Conference, Palm Springs, CA
NBER Economics of Digitization PhD Tutorial Speaker, Stanford University
Choice Symposium Session Co-organizer, Chesapeake Bay, Maryland
Social@IDC Conference Invited Speaker, Herzliya, Israel
Marketing Science Conference, Rome, Italy
Marketing Science Institute Accelerator Invited Speaker, MSI, Boston, MA
2019 NABE Tech Economics Conference (TEC2019) Invited Speaker, Seattle, WA
P&G Alumni Network - Large Cap CMO Forum

2018

16th ZEW Conference on the Economics of Information and Communication Technologies,
Mannheim, Germany
11th Workshop on the Economics of Advertising and Marketing at Columbia University
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
University of Toronto Marketing Seminar
UCLA Marketing Seminar

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, Herziliya, 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) 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