

# Yaniv Dover

## The Jerusalem School of Business Administration

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## ACADEMIC POSITIONS

- 2015 – **Senior Lecturer** (equivalent to **Assistant Prof.**), Marketing, Jerusalem School of Business Administration, *The Hebrew University*, Jerusalem, Israel.
- 2015 – **Director of the Kmart Center for Retail and International Marketing**, Jerusalem School of Business Administration, *The Hebrew University*, Jerusalem, Israel.
- 2012 –2015 **Assistant Professor of Marketing**, Tuck School of Business, *Dartmouth College*, Hanover, NH.
- 2010 –2012 **Post-Doctoral Associate**, Yale School of Management, *Yale University*, New Haven, CT.

## EDUCATION

- 2007 – 2010 *The Hebrew University*, Jerusalem, Israel  
Marketing and Theoretical Physics, Ph.D.
- 2000 – 2005 *The Hebrew University*, Jerusalem, Israel  
B.Sc., M. Sc., Theoretical Physics

## RESEARCH INTERESTS

Social Networks, Social Dynamics, Social Media, Word of Mouth, Diffusion, Group Dynamics.

## PUBLICATIONS

- Mayzlin, D., Y. Dover, J. Chevalier (2014). Promotional Reviews: An Empirical Investigation of Online Review Manipulation. *American Economic Review*, 104(8), 2421-55
- Dover Y., J. Goldenberg, D. Shapira (2012). Network Traces on Penetration: Uncovering Degree Distribution from Adoption Data. *Marketing Science* 31(4), 689–712.

Mayzlin, D., Y. Dover, J. Chevalier (2012). Who Gave That Hotel Five Stars? The Concierge... *Harvard Business Review* 90(9), 24.

Dover, Y., S. Moulet, S. Solomon and G. Yaari (2009). Do All Economies Grow Equally Fast? *Risk and Decision Analysis*, 1(3) 171-185.

Balberg, I., E. Savir, Y. Dover, O. Portillo Moreno, R. Lozada-Morales, and O. Zelaya-Angel (2007). Meyer-Neldel-like manifestation of the quantum confinement effect in solid ensembles of semiconductor quantum dots, *Physical Review B* 75, 153301.

Hoffman, Y., O. Lahav, G. Yepes, Y. Dover (2007). The Future of the Local Large Scale Structure: the roles of Dark Matter and Dark Energy. *Journal of Cosmology and Astroparticle Physics* 10, 016.

Balberg, I., Y. Dover (2006). The Effect of Light Induced Degredation on the Sensitization Phenomenon in a-Si:H. Festschrift in Honor of Prof. R. Grigorovici, *Journal of Optoelectronics and Advanced Materials*, 8, 1996-2002.

Dover, Yaniv (2004). A Short Account of a Connection of Power Laws to the Information Entropy. *Physica A*, 334:591-599 (2004).

Balberg, I., D. Azulay, O. Millo, Y. Dover, J. Conde and V. Cho (2004). Where Does the Current Flow in Microcrystalline Silicon. *Proc. of the 6th Int'l Conf. on Photovoltaic Science and Engineering*, Bangkok.

Balberg, I., Y. Dover, R. Naides, J. P. Conde, and V. Chu (2004). State Distribution in Hydrogenated Microcrystalline Silicon. *Physical Review B*, 69.

## CHAPTERS IN BOOKS

Martinez-Vaquero, L. A., Gustavo Yepes, Yaniv Dover, Yehuda Hoffman, Anatoly Klypin, Stefan Gottlöber (2009). Constrained Simulations of the Local Universe. Galaxies in the Local Volume, Springer Netherlands.

## SELECTED WORKING PAPERS

Amplifying the Impact of Digital Advertising: The Role of Published Sales Rankings  
(with Scott Neslin) [SSRN link](#)

Channels of Impact: User reviews when quality is dynamic and managers respond  
(with Dina Mayzlin and Judy Chevalier)

Online Feedback to Peers: Extrinsic versus Intrinsic Incentives  
(with Olivier Toubia)

Multi-Scale Tomography Analysis of Online Network Communities for Predicting the Emergence of Collective Social Behavior  
(with Daniel Shapira and Jacob Goldenberg)

The Effect of Source Activity on the Decision to Retransmit Content in Social Media.  
(with Andrew Stephen, Lev Muchnik and Jacob Goldenberg)

The development of Social Media Research – Conclusions from the Social Media and Social Networks Conference (MSI)  
(with Cait Lamberton and Andrew Stephen)

And more...

## HONORS AND AWARDS

Golda Meir Fellow	2016
Collaborator on ISF grant	2015 - 2017
Wharton Customer Analytics Initiative Fellowship	2010 – 2012
Finalist for the Rothschild Postdoctoral Fellowship	2010 – 2011
Finalist for the Bikura Postdoctoral Fellowship	2010 – 2011
The Whitebox Grant for Behavioral Sciences (Yale U.)	2010 – 2011
GIACS Scholarship for interdisciplinary PhD students	2008 – 2010
The Jerusalem Business School Fellowship	2009 – 2010
ISF Grant based on dissertation project	2010 – 2012
Racah Institute of Physics Fellowship	2004 – 2009
The Center for Complexity Science Scholarship for outstanding Ph.D. students	2008 – 2010

## PROFESSIONAL ACTIVITIES

Guest Area Editor for:

International Journal of Research in Marketing

Ad hoc reviewer for:

Administrative Science Quarterly

Marketing Science

Journal of Marketing Research

Management Science

Journal of the American Statistical Association

Journal of Consumer Research

International Journal of Research in Marketing  
Journal of Retailing  
Information Systems Research

Referee for the Israeli Science Foundation (ISF)  
Referee for the Swiss National Science Foundation  
Senior organizer of the 5th Euro. Conf. on Complex Systems (2008)

## **TEACHING INTERESTS**

Marketing Research, Marketing Management, Social Media Management, Digital Marketing Strategy.

## **TEACHING EXPERIENCE**

### Lecturer

Digital Strategy, Jerusalem School of Business, Hebrew Univ. (2015-2016)  
Marketing Research, Jerusalem School of Business, Hebrew Univ. (2015-2016)  
Marketing Research, Tuck School of Business, Dartmouth (2014-2015)  
Principles of Marketing, Tuck School of Business, Dartmouth (2012-2015)  
Digital Marketing Strategy, Tuck School of Business, Dartmouth (2014)  
Mechanics, Jerusalem College of Engineering (2007-2008)  
Electricity and Magnetism (2007-2008)

### Teaching Assistant/Instructor

Digital Media Management, Yale University (2012)  
Projects with Industry, Yale University (2011-2012)  
3<sup>rd</sup> year Physics Lab, The Hebrew University, Jerusalem (2005-2008)  
1<sup>st</sup> year Physics Lab, The Hebrew University, Jerusalem (2004-2005)

### Invited Guest Lecturer for Courses

The Structure of Networks, Yale University, CS Department (2012).  
Applications of Networks Analysis, Dartmouth College, CS Department (2012).

## **SELECTED INVITED TALKS AND WORKSHOPS**

### **10<sup>th</sup> Triennial Invitational Choice Symposium**

Lake Louise, AB, Canada (2016)

### **The Impact of Published Sales Rankings on Digital Advertising Effectiveness**

Northeast Marketing Conf. (NEMC) at Yale School of Management (2014)

### **Promotional Reviews: An Empirical Investigation of Online Review Manipulation.**

NYU Stern School of Business (2014)

Marketing in Israel Conf., Ben Gurion U. (2012)

### **Invited to participate in the: "Social Media and Social Networks" think tank.**

Organized by the Marketing Science Institute, Boston (2013)

### **The Impact of Social Media on Brand Loyalty**

WCAI, Wharton, U. of Penn. (2013)

### **Uncovering Social Networks Structure through Penetration Data**

Tuck School of Business, Dartmouth College (2012)

Kenan-Flagler Business School, University of North Carolina (2012)

Joseph M. Katz Graduate School of Business, University of Pittsburgh (2012)

Smeal College of Business, Penn State University (2012)

Jones Graduate School of Business, Rice University (2012)

School of Management, Yale University (2011)

Marketing Seminar, Hebrew Univ. The Jerusalem Business School (2009)

Haifa Univ. Business School, Haifa Univ. (2009)

Industrial Engineering Fac., Technion. (2009)

Glazer Business School, Ben Gurion U. (2009)

Recanati Business School, Tel Aviv Univ. (2009)