

CURRICULUM VITAE – February 2020

David Godes

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Academic Appointments

2018 – Present Dean’s Professor of Marketing
Robert H. Smith School of Business, University of Maryland

2016 – Present Full Professor
Robert H. Smith School of Business, University of Maryland

8/2015 – 12/2015 Visiting Professor
McDonough School of Business, Georgetown University

2009 – 2016 Associate Professor (with tenure)
Robert H. Smith School of Business, University of Maryland

2005 – 2009 Associate Professor of Business Administration
Harvard Business School

1999 – 2005 Assistant Professor of Business Administration
Harvard Business School

Educational Background

2000 Massachusetts Institute of Technology
Ph.D. in Management Science (Marketing)

1989 Massachusetts Institute of Technology
S.M. in Management (Marketing, Strategy, MIS)

1985 University of Pennsylvania
B.S. in Economics.
Summa Cum Laude

Articles in Refereed Journals

Godes, David, "In the Eye of the Beholder: An Analysis of the Relative Value of a Top Sales Rep Across Firms and Products," *Marketing Science* 2003, volume 22, issue 2, pp. 161-87

- Lead article
- Winner of the AMA Sales SIG's 2004 Excellence in Research Award

Godes, David, "Contracting Under Endogenous Risk," *Quantitative Marketing and Economics* 2004, volume 2, pp. 321-345.

Godes, David and Dina Mayzlin, "Using On-Line Conversations to Study Word-of-Mouth Communication," *Marketing Science*, 2004, volume 23, issue 4, pp. 545-560.

- Most highly-cited paper published in *Marketing Science* since 2001
- Finalist, Frank M. Bass Award
- Winner, 2011 INFORMS Society for Marketing Science Long-Term Impact Award
- Translated into French and reprinted in *Recherche et Applications in Marketing*, vol. 19, no. 4, 2004, pp. 89-110

Godes, David, Dina Mayzlin, Yubo Chen, Sanjiv Das, Chrysanthos Dellarocas, Barak Libai, Bruce Pfeiffer, Subrata Sen and Mengze Shi, "The Firm's Management of Social Interactions," *Marketing Letters*, 2005, volume 16, no. 3/4, pp. 415-28.

Ustuner, Tuba and David Godes, "Better Sales Networks," *Harvard Business Review*, Volume 84, Number 7/8, 2006, pp. 102-112.

Hartman, Wesley, Puneet Manchanda, Harikesh Nair, Matthew Bothner, Peter Dodds, David Godes, Kartik Hosanagar and Catherine Tucker, "Modeling Social Interactions: Identification, Empirical Methods and Policy Implications," *Marketing Letters* 19, no 3/4 (December 2008), pp. 287-304.

Bhardwaj, Pradeep, Yuxin Chen and David Godes, "Buyer-Initiated vs. Seller-Initiated Information Revelation," *Management Science*, volume 54, June 2008, pp. 1104-1114.

Godes, David, Elie Ofek and Miklos Sarvary, "Content vs. Advertising: The Impact of Competition on Media Firm Strategy," *Marketing Science*, volume 28, issue 1 (January/February), 2009, pp. 20-35

Godes, David and Dina Mayzlin, "Firm-Created Word-of-Mouth Communication: Evidence from a Field Test," *Marketing Science*, volume 28, issue 4, 2009, (July/August), pp. 721-39.

- Most highly-cited paper published in *Marketing Science* since 2007
- Finalist, John D.C. Little Award
- Finalist, 2015 INFORMS Society for Marketing Science Long-Term Impact Award
- Winner 2017 INFORMS Society for Marketing Science Long-Term Impact Award

Godes, David, “Invited Comment on ‘Opinion Leadership and Social Contagion in New Product Diffusion’,” *Marketing Science*, Vol. 30 (2) (March/April), 2011, pp. 224-229.

Godes, David, “The Strategic Impact of References in Business Markets,” *Marketing Science*, 2012, Vol. 31 (2), (March/April), pp. 257-76.
- Finalist, John D.C. Little Award

Godes, David and Jose Silva, “Sequential and Temporal Dynamics of Online Opinion,” *Marketing Science*, 2013, Vol. 31 (3), (May/June), pp. 448-473.
- Winner, John D.C. Little Award

Aral, Sinan, Chrysanthos Dellarocas and David Godes, “Editorial -- Social Media and Business Transformation: A Framework for Research,” *Information Systems Research*, 2013, Vol. 24, (March), pp. 3-13.

Godes, David, “Product Policy in Markets with Word-of-Mouth Communication,” *Management Science*, 2016, Vol. 63 (1), pp. 267-78

Wojnicki, Andrea and David Godes, “Signaling Success: Word of Mouth as Self Enhancement,” *Customer Needs and Solutions*, 2017, Vol. 4, pp. 68-82

Zhang, Yuchi and David Godes, “Learning from Online Social Ties,” *Marketing Science*, 2018, Vol. 37 (3), pp. 333-506

Phan, Tuan Q. and David Godes, “The Evolution of Influence through Endogenous Link Formation,” *Marketing Science*, 2018, Vol. 37 (2), pp. 177-331

Manuscripts in Preparation

“Extremity Bias in Online Reviews: A Field Experiment” (with Leif Brandes and Dina Mayzlin)
Revising for Second-Round Submission to Journal of Marketing Research

“Incentives in a Hierarchy” (with Niladri Syam)
Reject and Resubmit at Management Science

“Media Bias in the Presence of Feedback”

“Signaling versus Explicit Information: Exploiting Random Media Mentions to Disentangle Advertising Information Effects” (with John Healey)

“Rating with Confidence: How Rating Scales Affect Future Word-of-Mouth Behavior” (with Yu-Jen Chen and Amna Kirmani)

Invited and Refereed Talks in Previous Five Years

2019-2020

HEC (Paris)
NYC Media Seminar
UCLA (Scheduled)
UC Davis (Scheduled)
USC (Scheduled)

2018-2019

Johns Hopkins University
Duke University
Yale University
University of Pennsylvania
Triennial Choice Symposium

2017-2018

Emory University

2016-2017

Drexel University
University College London
University of Western Ontario
IDC (Herzliya, Israel)
University of North Carolina

2015-2016

Rice University
Washington University – St. Louis
Wilfrid Laurier University
Georgetown University

II.G. Book Reviews, Notes, and Other Contributions

II.G. 5. Other

Avon.com

HBS (A) Case -- 503-016
HBS (B) Case -- 503-041
HBS Teaching Note 503-093

ENSR International

HBS Case 503-075
HBS Teaching Note 503-094

Precise Software Solutions

HBS Case 503-064
HBS Teaching Note 504-084

XM Satellite Radio

HBS (A) Case 504-009 (with Elie Ofek)
HBS (B) Case 504-065 (with Elie Ofek)

	HBS (C) Case 505-015 (with Elie Ofek) HBS Teaching Note 504-082 (with Elie Ofek)
<i>Raymond James Financial</i>	HBS Case 504-027 HBS Teaching Note 504-083
<i>BuildingBlocks International</i>	HBS Case 504-085 HBS Teaching Note 504-086
<i>Hasbro Games: POX</i>	HBS (A) Case 505-046 (with Elie Ofek) HBS (B) Case 505-047 (with Elie Ofek)
<i>Sales Force Integration at FedEx</i>	HBS (A) Case 506-029 HBS (B) Case 506-030 HBS (C) Case 506-031 HBS (D) Case 506-032 HBS (E) Case 506-033 HBS Teaching Note 508-073
<i>Hale and Dorr</i>	HBS (A) Case 505-005 HBS (B) Case 505-070 HBS Teaching Note 508-117
<i>MINI USA: Finding a New Advertising Agency</i>	HBS (A) Case 508-041 HBS (B) Case 508-042
<i>Butler, Shine, Stern & Partners</i>	HBS Case 508-043
<i>Glass Egg Digital Media</i>	HBS Case 508-066
<i>EFI, Inc.</i>	HBS (A) Case 508-044 HBS (B) Case 508-045 HBS (C) Case 508-046 HBS Teaching Note 508-084
<i>Lincoln Financial Group</i>	HBS (A) Case 508-028 HBS (B) Case 508-029 HBS (C) Case 508-030 HBS Teaching Note 508-083
<i>Terumo</i>	HBS (A) Case 508-068 HBS (B) Case 508-069 HBS (C) Case 508-070
<i>Avaya</i>	HBS (A) Case 508-048 HBS (B) Case 508-049

HBS (C) Case 508-050
HBS (D) Case 508-051
HBS Teaching Note 508-082

Carlyle Japan

HBS (A) Case 508-092
HBS (B) Case 508-093
HBS (C) Case 508-093

Customer Referencing: Three Programs

HBS Case 508-101

Blogging at BzzAgent

HBS Case 508-102
HBS Teaching Note 508-118

SKF

HBS Case 508-097

Sales Management Module Note

HBS Note 508-099

Networks in Business Markets Module Note

HBS Note 508-100

Teaching, Mentoring and Advising

Courses Taught (Last Five Years)

2015-2016 BUSI 650 – Marketing Management (FT and PT MBA)
 EMBA 757 – Marketing Strategy (Executive MBA)
 EMBA 757 – Marketing Strategy (Online MBA)
 BUSI 858G – Theoretical Models in Marketing (Ph.D.)

2016-2017 BUSM 612 – Marketing Management (FT MBA)
 EMBA 757 – Marketing Strategy (Executive MBA)
 EMBA 757 – Marketing Strategy (Online MBA)

2017-2018 BUSM 612 – Marketing Management (FT MBA)
 BUMK 758M – Brand Management (FT MBA)
 EMBA 757 – Marketing Strategy (Executive MBA)
 EMBA 757 – Marketing Strategy (Online MBA)
 Marketing Management (MOOC - EdX)

2018-2019 BUSM 758M – Brand Management (FT MBA)
 BUMK 758M – Brand Management (MS Marketing Analytics)
 EMBA 757 – Marketing Strategy (Executive MBA)
 BUSO 612 – Marketing Strategy (Online MBA)
 Marketing Management (MOOC - EdX)

2019-2020 BUSM 758M – Brand Management (FT MBA)
EMBA 757 – Marketing Strategy (Executive MBA)
BUSO 612 – Marketing Strategy (Online MBA)
Marketing Management (MOOC - EdX)

Ph.D. Advising

Andrea Wojnicki	Harvard Business School 2005 Committee Member First position: University of Toronto (visiting)
Mary Caravella	Harvard Business School 2007 Committee Member First position: University of Connecticut
Tuan Phan	Harvard Business School 2011 Committee Chair First position: National University of Singapore
Jing Gao	University of Maryland 2011 Committee Member First position: Southwestern University of Finance and Economics
Taylan Yalcin	Harvard Business School 2012 Committee Member First position: Chapman University
Ted Matherly	University of Maryland 2012 Committee Member First position: Oklahoma State University
Yu-Jen Chen	University of Maryland 2013 Committee Co-Chair First position: Lingnan University, Hong Kong
Shun Ye	University of Maryland (Information Systems) 2013 Committee Member First position: George Mason University
Yuchi Zhang	University of Maryland 2014 Committee Co-Chair First position: Temple University

John Healey	University of Maryland 2015 Committee Chair First position: Tulane University
Weijia (Daisy) Dai	University of Maryland (Economics) 2015 Committee Member First position: Lehigh University
Kalinda Ukanwa	University of Maryland 2019 Committee Co-Chair First position: University of Southern California
Xian Gu	University of Maryland 2019 Committee Member First position: Indiana University
Jin-Hee Huh	University of Maryland 2020 (expected) Committee Chair First position: University of Calgary

IV. Service

External Professional Service

Guest Senior Editor

Information Systems Research, Special Issue on Social Media and Business Transformation

Associate Editor

Marketing Science (2016 – Present)
Management Science (2013 – 2019)

Editorial Review Board

Journal of Marketing Research (2016 – Present)
International Journal for Research in Marketing (2016 – Present)

Previous Ad-Hoc Reviewer: *Journal of Consumer Research, Journal of Marketing, Rand Journal of Economics, Quantitative Marketing and Economics, Journal of Economics and Management Strategy, Journal of the Academy of Marketing Science, Journal of Business, Journal of Personal Selling and Sales Management, Marketing Letters, Information Systems Research, Decision Support Systems, Marketing Science Institute, Journal of Media Economics*

Additional Reviewing Activities: *Marketing Science Institute, Israel Science Foundation, Wharton Customer Analytics Initiative*

Campus Service

Department Chair (2016 – Present)
Ph.D. Program Co-Coordinator (2010-2015)
Strategic Planning Steering Committee (2019)
Chair, MBA Oversight Committee (2013-15)
Endowed Chair/Professorship Review Committee (2017-2018)
Assistant/Associate Dean Review Committee (2018)
Member, Executive Education Dean Search Committee (2010)
Member, Ph.D. Task Force (2011-2012)
Member, EMBA Branding Committee (2014-2015)
Organizer, Quant Lunch Brown Bag Seminar Series (2011-2016)

Community Engagement and Board Advisory

Elected Member, School Council, John D. Runkle School, Brookline, MA
Member, Advisory Board, Tough Mudder LLC, 2011-2012
Member, Advisory Board, BuildingBlocks International, 2004-2008
Member, Board, Temple Israel, Boston, MA, 2009
Founding Member, Board, Word of Mouth Marketing Association
Founding Member, Board, Legal Sales and Service Organization

V. Awards, Honors and Recognition

V.1. Research Fellowships, Prizes and Awards

1995-99	MIT Ph.D. Student Fellowship
1998	AMA-Sheth Doctoral Consortium Fellow
2000	Zenon S. and Clotilde Zannetos Prize for best Ph.D. thesis
2004	Excellence in Research Award, American Marketing Association Sales SIG
2005	Marketing Science Institute Young Scholar
2006	Finalist, Frank M. Bass Award
2010	Finalist, John D.C. Little Award
2010	Finalist, INFORMS Society for Marketing Science Long-Term Impact Award
2011	Winner, INFORMS Society for Marketing Science Long-Term Impact Award
2011	AMA Doctoral Consortium Fellow
2012	Finalist, John D.C. Little Award (different paper)
2012	Winner, John D.C. Little Award
2013	Winner, Emerald Management Review, Citation of Excellence Award
2014	Finalist, INFORMS Society for Marketing Science Long-Term Impact Award
2017	Winner, INFORMS Society for Marketing Science Long-Term Impact Award

V.2 Teaching Awards

2010	Top 15% Teaching Award
2011	Top 15% Teaching Award

2012	Top MBA Professor, MBA Class of 2012
2012	Top 15% Teaching Award
2013	Krowe Award for Teaching Excellence
2013	Most Effective Core Professor, MBA Class of 2013
2013	Top 15% Teaching Award
2015	Most Effective Core Professor, MBA Class of 2015