

DENA YADIN
Curriculum Vitae

D'Amore-McKim School of Business
Northeastern University
Boston, USA.

d.yadin@northeastern.edu

EMPLOYMENT

NORTHEASTERN UNIVERSITY
Assistant Teaching Professor, 2024–present

NORTHEASTERN UNIVERSITY
Postdoctoral Research Associate, 2022–2024

EDUCATION

BAR-ILAN UNIVERSITY, ISRAEL
Ph.D. Marketing, 2022
Dissertation: “The Differential Effect of Negative and Positive Reviews on Consumer Product Experiences.”
Advisors: Dr. Nira Munichor, Prof. David Schwartz, and Dr. Inbal Yahav

THE OPEN UNIVERSITY, ISRAEL
M.B.A., Business Management, 2010

BEN-GURION UNIVERSITY, ISRAEL
B.A., Behavioral Sciences, 2003

RESEARCH

RESEARCH INTERESTS

My primary research interests lie in the social aspects of consumer behavior. Specifically, I explore the significant role of consumer-generated content in modern marketing, where consumers are encouraged to express their opinions and thoughts through posting, commenting, and reviews. I investigate the impact of changes in consumer behavior and experiences caused by exposure to consumer-generated content. For example, I am interested in how reading reviews prior to consumption influences consumers' product experiences. I am also interested in how consumer behavior transfers via social media. My goal is to broaden our understanding of the social context in which we understand consumers' online behavior and shed light on their effects on other consumers' online and offline experiences. I aim to leverage these insights to address real-world problems in the field of marketing.

JOURNAL PUBLICATIONS

Yadin, D., Yahav, I., Zalmanson, L., and Munichor, N. (2023). Resolving the Ethical Tension Between Creating a Civil Environment and Facilitating Free Expression Online: Comment Reordering as an Alternative to Comment Moderation. *Journal of Business Ethics*, 1-23. DOI: <https://doi.org/10.1007/s10551-023-05450-9>.(Impact Factor: 6.331, journal ranking Ethics 3/57, Business 52/154).

MANUSCRIPTS UNDER REVISION

Yadin, D., Munichor, N., Williams, E. F., and Stockheim, I. Haunted by a Bad Review: The Afterlife of Reading (Negative) Reviews in Consumer Experience. Under revision for the *Journal of Marketing Research*. (Impact Factor: 6.1, Business 38/154).

REFEREED ARTICLES IN CONFERENCE PUBLICATIONS

Yadin, D., Yahav., Lior Zalmanson (2020). The Guide to Content Moderation: Introducing Crowds to Mitigate the Challenges of the Human Moderator. In Joey F. George, Souren Paul, Rahul De', Elena Karahanna, Suprateek Sarker, Gal Oestreicher-Singer, editors, Proceedings of the 41st International Conference on Information Systems, ICIS 2020, Making Digital Inclusive: Blending the Local and the Global, Hyderabad, India, December 13-16, 2020. Association for Information Systems, 2020.

EXTENDED ABSTRACTS

Yadin, D., Munichor, N., Williams, E. F., and Stockheim, I. (2021), "The Effects of Reviews on Consumer Experiences", in NA - Advances in Consumer Research Volume 49, eds. Tonya Williams Bradford, Anat Keinan, and Matthew Thomson, Duluth, MN: Association for Consumer Research, Pages: 275-276.

WORK IN PROGRESS

Yadin, D., Goor, D., Grinstein, A., and Morren, M. Social Interaction in the Sharing Economy: A Double Edge Sword?

Yadin, D., Grinstein, A., Steffel, M. In the Digital Spotlight: The Effects of Sharing Negative Information on Social Media.

Yadin, D., Munichor, N. and LeBoeuf, R. The Influence of Time-Interval Descriptions on Perceived Busyness.

Yadin, D., Yahav, I., and Zalmanson., L. The Guide to Content Moderation: Introducing Crowds to Mitigate the Challenges of the Human Moderator.

PRESENTATIONS

Presentation of papers at conferences/meetings

1. Yadin, D., Munichor, N., Williams, E. F., and Stockheim, I. (2024). "The Effects of Reviews on Consumer Experience". Presented at the Interactive Marketing Research Conference, Boston, USA.
2. Yadin, D., Munichor, N., Williams, E. F., and Stockheim, I. (2024). "The Effects of Reviews on Consumer Experience". Presented at the Boston Area Marketing Scholars (BAMS) Research Conference, Waltham, USA.
3. Yadin, D., Goor, D., Grinstein, A., and Morren, M. (2024). "Social Interaction in the Sharing Economy: A Double Edge Sword?" Presented at the Society for Consumer Psychology Conference. Nashville, USA.
4. Yadin, D., Goor, D., Grinstein, A., and Morren, M. (2023). "Social Interaction in the Sharing Economy: A Double Edge Sword?" Presented at the European Association for Consumer Research Conference. Amsterdam, Netherlands.
5. Yadin, D., Munichor, N., Williams, E. F., and Stockheim, I. (2022). "The Effects of Reviews on Consumer Experience". Presented at the European Marketing Academy Conference, Budapest, Hungary.
6. Yadin, D., Munichor, N., Williams, E. F., and Stockheim, I. (2021). "The Effects of Reviews on Consumer Experience". Presented at the Association for Consumer Research Conference, Virtual (Due to Covid-19).
7. Yadin, D., Munichor, N., Williams, E. F., and Stockheim, I. (2021). "The Effects of Reviews on Consumer Experience". Presented at the Society for Consumer Psychology Conference, Virtual (Due to Covid-19).
8. Yadin, D., Yahav, I., and Zalmanson, L. (2020). "The Guide to Content Moderation: Introducing Crowds to Mitigate the Challenges of the Human Moderator". Presented at the Statistical Challenges in eCommerce Research 2020, Virtual (Due to Covid-19).
9. Yadin, D., Munichor, N., Williams, E. F., and Stockheim, I. (2019). "The Effects of Firsthand Reviews on Secondhand Consumer Experience". Presented at the Marketing in Israel Conference, Jerusalem, Israel.
10. Yadin, D., and Yahav I. (2019). "Online Publishers, for Your Attention! Uncivil Comments Set the Tone of Online Discourse". Presented at the 1st Haifa Interdisciplinary Workshop for Graduate Students. Haifa, Israel.

Seminar presentations at universities and institutions

Yadin, D., Munichor, N., Williams, E. F., and Stockheim, I., (2023). "The Effects of Reviews on Consumer Experience". D'Amore-McKim School of Business, Northeastern University.

AWARDS AND GRANTS

Bar-Ilan University President's Award for Published Article, 2022

Tel-Aviv University Dean's Teaching Excellence Award, 2022

AMA's CBSIG Small Research Grants Competition, 2021

Reichman University Dean's Teaching Excellence Award, 2021

Tel-Aviv University Dean's Teaching Excellence Award, 2021

Bar-Ilan University, Graduate School of Business Administration, Dov Elizur Excellence Scholarship, 2020, 2018

Bar-Ilan University, Research grant, 2018-2022.

Bar-Ilan University, Scholarship, 2018-2019

TEACHING

INTERESTS

My teaching interests primarily revolve around introduction to marketing and marketing research. I have extensive experience teaching various marketing courses, including graduate-level Marketing Management courses at the Hebrew University and Tel Aviv University, and undergraduate-level Introduction to Marketing courses at Northeastern University and the Hebrew University. I also taught undergraduate-level Marketing Research and Critical Thinking at Reichman University.

My dedication to teaching excellence has been recognized through several Teaching Excellence awards from Tel Aviv University and Reichman University.

TEACHING EXPERIENCE

NORTHEASTERN UNIVERSITY, LECTURER

Introduction to marketing, required undergraduate course, 2022-Present. Average evaluation of Teaching Effectiveness 4.52/5.

REICHMAN UNIVERSITY, ADJUNCT LECTURER

Critical thinking, elective undergraduate course, 2020-2022.

Marketing research, required undergraduate course, 2020-2022.

Average evaluation of Teaching Effectiveness 4.63/5

TEL-AVIV UNIVERSITY, ADJUNCT LECTURER

Marketing Management, required graduate course, 2020-2022.

Average evaluation of Teaching Effectiveness 6.62/7

THE HEBREW UNIVERSITY, ADJUNCT LECTURER

Marketing Management, required graduate course, 2020-2022.

Fundamentals of marketing, required undergraduate course, 2020-2022.

Average evaluation of Teaching Effectiveness 9.09/10.1

TEACHING ASSISTANTSHIPS

Customer behavior, Selected topics in marketing, Creativity in marketing and product development (with Dr. Nira Munichor).

Marketing Management (with Prof. Danit Ein-Gar).

Experimental psychology (with Prof. Morris Goldsmith).