

Yaniv Dover

Tuck School of Business

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ACADEMIC POSITIONS

- 2012 – Assistant Professor of Marketing, Tuck School of Business, Dartmouth College, Hanover, NH.
- 2010 – 2012 Post-Doctoral Associate, Marketing, Yale School of Management, Yale University, New Haven, CT.

EDUCATION

- 2010 – 2012 Yale School of Management, Yale University
Post-Doctoral Associate, Marketing
- 2007 – 2010 The Hebrew University, Jerusalem, Israel
Marketing, Ph. D., Theoretical Physics Ph. D.
- 2000 – 2005 The Hebrew University, Jerusalem, Israel
B.Sc., M. Sc., Theoretical Physics

RESEARCH INTERESTS

Economics of Information, Social Networks, Social Media, Word of Mouth, Diffusion, Group Opinion Formation.

PUBLICATIONS

Dover Y., J. Goldenberg, D. Shapira (2012). Network Traces on Penetration: Uncovering Degree Distribution from Adoption Data. *Marketing Sci.* 31(4), 689–712.

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., 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.

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. Nades, 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.

WORKING PAPERS

Promotional Reviews: An Empirical Investigation of Online Review Manipulation.
(with Dina Mayzlin and Judy Chevalier)

The Impact of Social Media on Brand Loyalty.
(with Scott Neslin)

Using Information Entropy to Predict Diffusion on Online Social Networks.
(with Dave Godes and Dina Mayzlin)

Social Sharing By Social Pumps: The Effect of Transmitter Activity on Information Diffusion Over Online Social Networks.
(with Andrew Stephen, Lev Muchnik and Jacob Goldenberg)

The Life and Death of Gurus.
(with Bas Donkers, Daniel Shapira and Jacob Goldenberg)

TEACHING INTERESTS

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

TEACHING EXPERIENCE

Guest Lecturer, 2012: The Structure of Networks, Course in the Yale CS Department
(Spring 2012).

Teaching Assistant, 2010: Social Media Management (Yale MBA elective, Spring 2011),
Yale Center for Customer Insights MBA student project (Spring 2012, Spring 2011).

Lecturer, 2007-2008: Introduction to Mechanics, Introduction to Electricity and Magnetism,
Jerusalem College of Engineering.

Physics Laboratory (3rd Year) Instructor – Hebrew University, Jerusalem, Israel (2005 –
2008)

HONORS AND AWARDS

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	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. student	2008 – 2010

PROFESSIONAL ACTIVITIES

Ad hoc reviewer for Marketing Science
Ad hoc reviewer for Management Science
Ad hoc reviewer for Information Systems Research

Ad hoc reviewer for International Journal of Research in Marketing
Referee for the Israeli Science Foundation (ISF)
Senior organizer of the 5th Euro. Conf. on Complex Systems (2008)

SELECTED INVITED TALKS

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

"Promotional Reviews",
Marketing Science Conference, Houston, Texas, (2011).

"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.

Marketing Seminar, Hebrew Univ. The Jerusalem Business School 2009.
Interdisciplinary Seminar, Haifa Univ. Business School, Haifa Univ. 2009.
Interdisciplinary Seminar, Industrial Engineering Fac., Technion. 2009.
Interdisciplinary Seminar, Glazer Business School., Ben Gurion U. 2009.
Marketing Seminar, Graduate School of BA., Tel Aviv Univ. 2009.

"Uncovering the Hidden Face of the Network ",
Marketing Science Conference, Ann Arbor, Michigan, (2009).

"Simulating the Local Universe".
Helmholtz Institute for Supercomputational Physics Sixth Summer School (2006):
Supercomputational Cosmology.