SHYAM GOPINATH

Assistant Professor of Marketing
Kelley School of Business
Indiana University
1275 E 10th St, Bloomington, IN 47405
Work: 812-855-7292
Email: shgopi@iu.edu
Web: https://kelley.iu.edu/faculty-research/faculty-directory/profile.html?id=SHGOPI
Google Scholar: https://scholar.google.com/citations?user=DDpOZqIAAAAJ&hl=en

Google Scholar Citations (as of January 1, 2024): **1822**

EDUCATION

- *Ph.D., Marketing, June 2011*
  Kellogg School of Management, Northwestern University
- *M.S., Statistics, June 2005*
  University of Virginia
- *M.Tech., Industrial Management, June 2002*
  IIT Madras, India
- *B.Tech., Industrial Engineering, June 1999*
  University of Kerala, India

PROFESSIONAL EXPERIENCE

- Assistant Professor of Marketing, Kelley School of Business, Indiana University, July 2017 - present
- Assistant Professor of Marketing, David Eccles School of Business, University of Utah, August 2011 - June 2017

HONORS AND AWARDS

- Co-chair, Haring Symposium, 2023, 2024
- Journal of Marketing Editorial Review Board Member, 2017-2019, 2022-
- Journal of Marketing Research Editorial Review Board Member, 2019-
- International Journal of Research in Marketing Editorial Review Board Member, 2021-
- Invited speaker at the inaugural Artificial Intelligence and Analytics Symposium hosted by University of Wisconsin-Milwaukee's Lubar School of Business, 2021
- Gopinath et al. (2014) was selected by *Marketing Science Institute* (MSI) as one of the top 10 impactful articles published in leading marketing journals (Marketing Science, Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, and International Journal of Research in Marketing). The list is selected twice a year.

- David Eccles Emerging Scholar, 2014-2017
- Invited to be a reviewer for the DMEF Shankar-Spiegel Dissertation Proposal Competition, 2013, 2014, 2017, 2019, 2021, and 2023
- Invited to serve as a mentor at the DocSIG Mentor Networking Breakfast at Winter AMA, 2013
- Winner of DMEF Shankar-Spiegel Dissertation Proposal Competition, 2010
- Awarded $6,500 for winning the research competition on User-Generated Content co-sponsored by the Marketing Science Institute (MSI) and the Wharton Interactive Media Initiative (WIMI), 2009 (with Pradeep Chintagunta and Sriram Venkataraman)
- Fellow, AMA-Sheth Foundation Doctoral Consortium, 2009
- Graduate Fellowship, Northwestern University, 2005-2011
- Graduate Fellowship, University of Virginia, 2002-2005
- Gold Medalist, M.Tech Program, IIT Madras, 2002
- Coka Parthasarathy Award for Best Academic Record, M.Tech Program, IIT Madras, 2002
- K.V. Arunkumar Memorial Award for Best Academic Record, M.Tech Program, IIT Madras, 2002

PUBLICATIONS

1. Yazdani, Elham, Shyam Gopinath, and Steve Carson, "Investigating the Role of Reviewer Type, Community Similarity, and Review Dynamics on Reviewer Valence," forthcoming at the ***International Journal of Research in Marketing***.

2. Li, Linyi[1], Shyam Gopinath, and Steve Carson (2022), "History Matters: The Impact of Online Customer Reviews across Product Generations", ***Management Science,*** 68(5), 3878-3903.

3. Hoskins, Jake[2], Shyam Gopinath, Cameron Verhaal[3], and Elham Yazdani (2021), "The influence of the online community, professional critics, and location similarity on review ratings for niche and mainstream brands", ***Journal of the Academy of Marketing Science***, *49(6),* 1065-1087.

4. Yazdani, Elham[4], Shyam Gopinath, and Steve Carson (2018), "Preaching to the Choir: The Chasm between Top Ranked Reviewers, Mainstream Opinion, And Product Sales," ***Marketing Science***, 37(5), 838-851.

   - *Among the top 10% of Marketing Science articles (2018-2023) in terms of citations.*

5. Gopinath, Shyam, Jacquelyn S. Thomas, and Lakshman Krishnamurthi (2014), "Investigating the Relationship between the Content of Online Word of Mouth, Advertising and Brand Performance," ***Marketing Science***, *33(2), 241-258.

   - Selected by *Marketing Science Institute* (MSI) as one of the top 10 impactful

---

[1] I was Linyi's dissertation co-chair,
[2] I was on Jake's dissertation committee.
[3] Cameron was a doctoral student in the Department of Management when we started this project.
[4] I was Elham's dissertation co-chair.

articles published in leading marketing journals (Marketing Science, Journal of Marketing Research, Journal of M arketing, Journal of Consumer Research, and International Journal of Research in Marketing). The list is selected twice a year.

- *Among the top 3% of Marketing Science articles (2014-2023) in terms of citations.*

- *Selected Media Coverage: Small Business Trends, CMO.com*

6. Gopinath, Shyam, Pradeep Chintagunta, and Sriram Venkataraman (2013), "Blogs, Advertising and Local-Market Movie Box-Office Performance," ***Management Science***, 59(12), 2635-2654.

   - *Recipient of the Marketing Science Institute (MSI) and Wharton Interactive Media Initiative WIMI) Research Award 2009.*

   - *Among the top 5% of Management Science articles (2013-2023) in terms of citations.*

   - *Selected Media Coverage: Examiner, MediaPost, KSL.*

7. Chintagunta, Pradeep, Shyam Gopinath, and Sriram Venkataraman (2010) [*], "The Effects of Online User Reviews on Movie Box Office Performance: Accounting for Sequential Rollout and Aggregation across Local Markets," ***Marketing Science***, 29(5), 944-957.

   *Equal contribution

   - *One of the two most-cited Marketing Science articles 2010-2023*

   - *Selected Media Coverage: Science Daily.*

8. Krishnamurthi, Lakshman and Shyam Gopinath (2010), "Impact of Consumer Generated Media," ***Kellogg on Marketing***.

   - *Selected Media Coverage: Businessweek*

9. Gopinath, Shyam, Jacquelyn S. Thomas, and Lakshman Krishnamurthi (2009), "People are Talking - Anticipate product performance through online discussions," ***Kellogg Insight***.

   - *Selected Media Coverage: CBS News, BNET, MIT Sloan Management Review, The Mint (Dow Jones Publication in India).*

PAPERS UNDER REVIEW AND WORKING PAPERS

10. Li, Linyi[5], Shyam Gopinath, and Steve Carson, "The Effectiveness of TrueView Video Advertising across Website and Amazon Channels: An Empirical Investigation and Comparison to Search and Display," under review.

11. Wang, Yang[6] and Shyam Gopinath, "Do They Work as Expected? Exploring the Sales

---

[5] I was Linyi's dissertation co-chair.
[6] I was on Yang's dissertation committee.

Impacts of Online Fake Reviews in the Motion Picture Industry," under review.

12. Ji, Meng[7], Jingcun Cao[8], Shyam Gopinath, and Shibo Li, "Spatial Proximity, Consumer Online Purchase and Platform Marketing Strategies," under review.

13. Yazdani, Elham, Shyam Gopinath, "Experience, a Double-Edged Sword: The Dynamic Impact of Different Message Sender Types on Different Message Receiver Types," under review.

14. Gopinath, Shyam, Jeffrey Shulman, Yuxin Chen, and Lakshman Krishnamurthi, "The Roles Played by Online Consumer Generated Content and Online Communities in Optimal Pricing of a New Product".

15. Krishnamuthy, Anup[9], Shyam Gopinath, Lakshman Krishnamurthi, "Public versus Private Brand Identification: Towards Understanding the Relationship between Word-of-Mouth Generation and Purchase Intention".

16. Gopinath, Shyam, Robert C. Blattberg, and Edward C. Malthouse, "Investigating the Behavior and Value of Returning Customers".

17. Krishnamuthy, Anup[10], Shyam Gopinath, Lakshman Krishnamurthi, "An Indian Tale of Brand Shares, Expenditures and Online Affinity".

SELECTED WORK IN PROGRESS

18. Ji, Meng[11], Shyam Gopinath, and Pradeep Chintagunta, "User Generated Content and Entertainment Product Design, Evidence from Live Comments and TV shows".

19. Li, Linyi[12], Shyam Gopinath, and Steve Carson, "You Get What You Give: An Empirical Investigation of the Airbnb Review System".

20. Yazdani, Elham, Shyam Gopinath, "Investigating the Synergy between Online Community Growth and Product Sales".

REVIEWER

- JOURNALS:
  o Journal of Marketing (Editorial Review Board Member, 2017-2019, 2022-)
  o Journal of Marketing Research (Editorial Review Board Member, 2019-)
  o International Journal of Research in Marketing (Editorial Review Board Member, 2021-)
  o Marketing Science (since 2010)
  o Management Science (since 2011)
  o Journal of the Academy of Marketing Science (since 2018)
  o Marketing Letters (since 2022)

---

[7] I am Meng's Co-mentor.
[8] Jingcun was a doctoral student at the Kelley School of Business.
[9] Anup was a doctoral student when we started this project.
[10] Anup was a doctoral student when we started this project.
[11] I am Meng's Co-mentor.
[12] I was Linyi's dissertation co-chair.

- o   Journal of Retailing (since 2015)
- o   Journal of Interactive Marketing (since 2019)
- o   Journal of Applied Economics (since 2019)

- PHD DISSERTATION AWARD:
- o   Shankar-Spiegel Dissertation Proposal Competition, 2013, 2014, 2017, 2019, 2021, 2023

CONFERENCE PRESENTATIONS

- Gopinath, Shyam, "Market Level Differences in the Dynamic Impact of Online WOM,"
  - *Marketing Science Conference 2023, Miami, FL.*
- Gopinath, Shyam, "Spatial Proximity, Consumer Online Purchase and Platform Marketing Strategies,"
  - *NASMEI Conference 2023, Chennai, India.*
- Gopinath, Shyam, "Investigating the Time Varying Impact of Different Types of Senders and Receivers in an Online Word of Mouth Setting,"
  - *Marketing Science Conference 2020, Virtual.*
- Gopinath, Shyam, "The Dynamic Impact of Different Reviewer Types on Different Groups of Customers,"
  - *NASMEI Conference 2018, Chennai, India.*
- Gopinath, Shyam, "The Dynamic Impact of Different Reviewer Types on Different Groups of Customers,"
  - *Marketing Science Conference 2018, Philadelphia, PA.*
- Gopinath, Shyam, "Can Lower Rating Drive Higher Demand? Exploring the Role of Online Reviews in Different Product Life Cycle Stages"
  - *2015 Marketing Edge Professors' Institute Conference, Dallas, TX.*
- Gopinath, Shyam, "Investigating the Drivers of Valence of Online Reviews"
  - *U-Y Marketing Symposium 2014, Provo, UT.*
- Gopinath, Shyam, "Are Revived Customers as Good as New?"
  - *U-Y Marketing Symposium 2012, Provo, UT.*
- Gopinath, Shyam, "A Dynamic Spatial Hierarchical Model of Theater Level Box-office Performance"
  - *Marketing Science Conference 2011, Houston, TX.*
- Gopinath, Shyam, "Do blogs influence movie box-office performance?"
  - *U-Y Marketing Symposium 2011, Salt Lake City, UT.*
- Gopinath, Shyam, "A Framework for Linking the Dimensions of Online Word of Mouth to Firm Performance,"
  - *Marketing Science Conference 2009, Ann Arbor, MI.*
  - *Direct/Interactive Marketing Research Summit 2008, Las Vegas, NV.*
- Gopinath, Shyam, "Are Revived Customers as Good as New?"
  - *Direct/Interactive Marketing Research Summit 2007, Chicago, IL.*

TEACHING EXPERIENCE

Kelley School of Business, Indiana University
- Marketing Research (UG Level)
- Special Topics in Marketing II (PhD Level)

David Eccles School of Business, University of Utah
- International Marketing (UG Level)
- Marketing Models I (PhD Level)
- Marketing Models II (PhD Level)

SERVICE

Kelley School of Business, Indiana University
- *Co-chair Haring Symposium, 2023, 2024*
- *Member of Doctoral Program Recruiting Committee, 2021-*
- *Member of Tenure-track Faculty Recruiting Committee, 2018, 2021-*
- *Member of Undergraduate Marketing-Core Committee, 2022-*
- *Member of Academic Fairness Committee, 2020-*

David Eccles School of Business, University of Utah
- *Co-chair of Utah-BYU Marketing Symposium, 2012-2017*
- *Organizer of Marketing Speaker Series, 2011-2017*
- *Member of Tenure-track Faculty Recruiting Committee, 2014-2017*
- *Member of PhD Admissions Committee, 2011-2017*
- *Member of Undergraduate Curriculum Committee, 2016-2017*

DOCTORAL DISSERTATION COMMITTEES

Kelley School of Business, Indiana University

- **Co-mentor (First Year and Second Year)**
  Student: Meng Ji
  Major and degree sought: Marketing, PhD

- **Dissertation Committee Member**
  Student: Peng Liu
  Major and degree sought: Marketing, PhD
  Initial job placement: Santa Clara University (2018)

David Eccles School of Business, University of Utah

- **Dissertation Committee Co-chair**
  Student: Linyi Li
  Major and degree sought: Marketing, PhD
  Initial job placement: Singapore Management University (2019)

- **Dissertation Committee Co-chair**
  Student: Elham Yazdani
  Major and degree sought: Marketing, PhD
  Initial job placement: University of Georgia (2017)

- **Dissertation Committee Member**
  Student: Yang Wang

Major and degree sought: Information Systems, PhD
Initial job placement: University of Wisconsin-Milwaukee (2017)

- ***Dissertation Committee Member***
  Student: Jake Hoskins
  Major and degree sought: Marketing, PhD
  Initial job placement: Millsaps College (2015)

- ***Dissertation Committee Member***
  Student: Oscar Moreno
  Major and degree sought: Marketing, PhD
  Initial job placement: Rutgers University (2014)

PROFESSIONAL AFFILIATIONS

- INFORMS
- American Marketing Association
- American Statistical Association