

Dezhi (Denny) Yin

School of Information Systems and Management
Muma College of Business, University of South Florida

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Academic Experience

University of South Florida, Tampa, FL

Muma Fellow, 2022 – present

Associate Professor of Information Systems (with tenure), 2021 – present

Assistant Professor of Information Systems, 2018 – 2021

University of Missouri, Columbia, MO

Assistant Professor of Management, 2012 – 2018

Education

Georgia Institute of Technology, Atlanta, GA

Ph.D. in IT Management, 2012

Dissertation: *The Good, the Bad, and the Content: Beyond Negativity Bias in Online Word-of-Mouth*; Committee: Han Zhang and Samuel D. Bond (co-chairs), Saby Mitra, Sandra Slaughter, Detmar Straub, Jack Feldman

Peking University, Beijing, China

M.S. in Management Information Systems, 2007

Shandong University, Jinan, Shandong, China

B.S. in Information Management and Information Systems, 2005

Research Interests

- User-generated content (e.g., online word-of-mouth, social media, Q&A sites, crowdfunding)
- Emotional expression in online environments
- Cognitive biases/heuristics in computer/algorithm-mediated communication

Scholarly Accomplishments

Publications

1. Jiang, L., Yin, D., Liu, D., & Johnson, R. (forthcoming). The More Enthusiastic, The Better? Unveiling a Negative Pathway from Entrepreneurs' Displayed Enthusiasm to Funders' Funding Intentions. *Entrepreneurship Theory and Practice*.
2. Yin, D., de Vreede, T., Steele, L., & de Vreede, G. J. (forthcoming). Decide Now or Later: Making Sense of Incoherence Across Online Reviews. *Information Systems Research*.

3. Lei, Z., Yin, D., Mitra, S., & Zhang, H. (forthcoming). Swayed by the Reviews: Disentangling the Effects of Average Ratings and Individual Reviews in Online Word-of-Mouth. *Production and Operations Management*.
4. Yin, D., Bond, S. D., & Zhang, H. (2021). Anger in Consumer Reviews: Unhelpful but Persuasive? *MIS Quarterly*, 45(3), 1059-1086.
 - Winner of Best Paper Runner-up Award, *Conference on Information Systems and Technology (CIST, INFORMS annual meeting)*, 2017
5. Lei, Z., Yin, D., & Zhang, H. (2021). Focus Within or On Others? The Impact of Reviewers' Attentional Focus on Review Helpfulness. *Information Systems Research*, 32(3), 801-819.
6. Peng, C. H., Yin, D., & Zhang, H. (2020). More than Words in Medical Question-and-Answer Sites: A Content-Context Congruence Perspective. *Information Systems Research*, 31(3), 913-928.
7. Jiang, L., Yin, D., & Liu, D. (2019). Can Joy Buy You Money? The Impact of the Strength, Duration, and Phases of an Entrepreneur's Peak Displayed Joy on Funding Performance. *Academy of Management Journal*, 62(6), 1848-1871.
 - Winner of William A. Owens Scholarly Achievement Award, *Society for Industrial and Organizational Psychology (SIOP)*, recognized as "the best publication (appearing in a referred journal) in the field of industrial and organizational psychology" in 2019.
8. Yin, D., Bond, S. D., & Zhang, H. (2017). Keep Your Cool or Let it Out: Nonlinear Effects of Expressed Arousal on Perceptions of Consumer Reviews. *Journal of Marketing Research*, 54(3), 447-463.
9. Yin, D., Mitra, S., & Zhang, H. (2016). When Do Consumers Value Positive vs. Negative Reviews? An Empirical Investigation of Confirmation Bias in Online Word of Mouth. *Information Systems Research*, 27(1), 131-144.
10. Yin, D., Bond, S. D., & Zhang, H. (2014). Anxious or Angry? Effects of Discrete Emotions on the Perceived Helpfulness of Online Reviews. *MIS Quarterly*, 38(2), 539-560.
 - Winner of Emerald Citations of Excellence, recognized as "one of the most highly cited and highly influential papers published in 2014 relating to the areas of Business Management, Finance, Accounting, Economics and Marketing"

Books Chapters/Monographs

- Jabr, W., Liu, B., Yin, D., & Zhang, H. (2020). Online Word-of-Mouth. In A. Bush & A. Rai (Eds.), *MIS Quarterly Research Curations*, <http://misq.org/research-curations>.

Honors and Awards

- Sandra A. Slaughter Early Career Award, *INFORMS Information Systems Society (ISS)*, 2021
- William A. Owens Scholarly Achievement Award, *Society for Industrial and Organizational Psychology*, 2021
- Best Reviewer Runner-up Award, *China Summer Workshop on Information Management (CSWIM)*, 2021

- Best Paper Award, *Workshop on e-Business (WeB)*, 2020
- Muma College of Business Summer Research and Scholarship Award, University of South Florida, 2020
- Best Reviewer Award, *Workshop on e-Business (WeB)*, 2018
- Outstanding Reviewer of the Year Award, *MIS Quarterly*, 2017
- Best Paper Runner-up Award, *Conference on Information Systems and Technology (CIST, INFORMS annual meeting)*, 2017
- Best Reviewer Award, *China Summer Workshop on Information Management (CSWIM)*, 2017
- Emerald Citations of Excellence (for “Anxious or Angry? ...,” published in *MIS Quarterly* 2014), 2017
- Winemiller Excellence Award for Outstanding Publications Related to Advanced Statistics and Data Analytics, University of Missouri, 2017
- Trulaske College of Business Summer Scholar Award for Research Excellence, University of Missouri, 2016, 2017
- Nominee for Best Paper Award, *Workshop on e-Business (WeB)*, 2010
- Excellent Graduate with Honors, Peking University, 2007
- OOCL (Orient Overseas Container Line Ltd.) Scholarship, Peking University, 2006
- Outstanding Graduate with Honors, Shandong University, 2005
- Best Undergraduate Paper Award, Shandong University, 2005

Grants

- Dean’s Research and Teaching Grant on Impacts of Multimodal Information in Online Environments, \$650, with Shivendu Shivendu and Gaurav Jetley, Muma College of Business, University of South Florida, 2020
- External Research Grant on Cybersecurity and Anti-phishing Training from KnowBe4 (gift), \$1.375 million, with Matthew Mullarkey and Moez Limayem, 2019 – 2024

Recent Invited Talks

- Seminar speaker, Southern University of Science and Technology, China, 2022
- Seminar speaker, Wuhan University, China, 2022
- Seminar speaker, University of Memphis, 2021
- Seminar speaker, Peking University, China, 2019
- Seminar speaker, Shandong University, China, 2019
- Speaker, Workshop on Experimental and Behavioral Economics in IS (WEBEIS), 2019
- Seminar speaker, University of South Florida, 2017
- Seminar speaker, Texas Tech University, 2017

Media Appearances

- “What Should Retailers Do About Angry Reviews?” featured in RetailWire, October 2021.
- “What Makes an Article or Review Persuasive?” featured in American Council on Science and Health, October 2021

- “Study Finds Use of Anger in Online Reviews Simultaneously Unhelpful but Influential in Purchase Decisions,” featured in EurekaAlert, Science X, Georgia Tech Research Horizons, October 2021
- “Study Finds Use of Anger in Online Reviews Not Helpful, but Influential for e-Tailers Purchase Decisions,” featured in Science Times, Georgia Tech Scheller News, October 2021
- “Helpful Reviews are Ranked First, So Unhelpful Ones Should Matter Less? A New Study Reveals the Curious Case of Angry Reviews,” featured in USF Muma College of Business News, October 2021
- “ISDS Prof. Denny Yin Co-authors Paper on Effectiveness of Online Medical Sites,” featured in USF Muma College of Business News, February 2020
- “Finding the ‘Goldilocks’ Level of Enthusiasm for Business Pitches,” featured in Science Daily, EurekaAlert, Georgia Tech Research Horizons, May 2019
- “Entrepreneur’s Excitement and Enthusiasm – Can Joy Buy you Money?” featured in Georgia Tech Scheller News, May 2019
- “Too Much Smiling in a Sales Pitch Could Kill the Deal,” featured in EurekaAlert, Domain-B, USF News, April-May 2019
- “What Entrepreneurs Need to Know about Joy,” featured in Catalyst, April 2019
- “Pitching Your Entrepreneurial Idea to Get Investors Interested? Know When to be Enthusiastic, When to Rein It In,” featured in USF Muma College of Business News, April 2019
- “We Like Emotional User Reviews, But Not Rants or Gushing,” featured in Futurity, October 2017
- “Online Consumers Want Emotional Reviews – Just Not Too Emotional,” featured in MU News Bureau, October 2017

Conference Proceedings and Presentations

- Han, E., Yin, D., & Zhang, H. (2021). Interruptions During a Service Encounter: Dealing with Imperfect Chatbots. *International Conference on Information Systems (ICIS)*, Austin, Texas.
- Kadian, A., Yin, D., & Steele, L. (2021). What We Found Will Blow Your Mind: The Impact of Hyperbole on Reader Interest and News Reading Intentions. *International Conference on Information Systems (ICIS)*, Austin, Texas.
- Yu, Y., Yin, D., & Khern-Am-Nuai, W. (2021). How Review Readers Cast Helpfulness Votes: An Empirical Investigation. *International Conference on Information Systems (ICIS)*, Austin, Texas.
- Yin, D., de Vreede, T., Steele, L., & de Vreede, G. J. (2021). Cross-Review Incoherence and Purchase Deferral. *International Conference on Information Systems (ICIS)*, Austin, Texas.

- Yu, Y., Yin, D., & Khern-Am-Nuai, W. (2021). What Determines the Helpfulness of a Review: A Vote-Level Analysis. *Conference on Information Systems and Technology (CIST)*, Newport Beach, California.
- Yu, Y., Yin, D., & Khern-Am-Nuai, W. (2021). What Determines the Helpfulness of a Review: A Voter-Level Analysis. *Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*, Virtual.
- Yin, D., Bond, S. D., & Zhang, H. (2020). Truth Bias and Veracity Effect in Online Word-of-Mouth. *Pre-ICIS Workshop on e-Business (WeB)*, Virtual.
 - Winner of best paper award
- Han, E., Yin, D., & Zhang, H. (2020). Should AI Service Agents Express Positive Emotions? An Experimental Investigation? *Pre-ICIS Workshop on e-Business (WeB)*, Virtual.
- Lei, Z., Yin, D., Mitra, S., & Zhang, H. (2020). Beyond Summary Rating Statistics: The Swaying Effect of Individual Reviews in Online Word-of-Mouth. *INFORMS Annual Meeting*, Virtual.
- Bond, S. D., Yin, D., & Jiang, L. (2020). Emotional Contagion in Social Media. *Conference on Information Systems and Technology (CIST, INFORMS Annual Meeting)*, Virtual.
- Lei, Z., Yin, D., & Zhang, H. (2020). Disentangling the Persuasive Impacts of Review Accessibility and Diagnosticity: An Experimental Investigation. *Conference on Information Systems and Technology (CIST, INFORMS Annual Meeting)*, Virtual.
- Yin, D., de Vreede, T., Steele, L., & de Vreede, G. J. (2019). The Role of Inconsistency in Perceived Helpfulness of a Set of Reviews: Is the Whole Equal to the Sum of its Parts? *China Summer Workshop on Information Management (CSWIM)*, Shenzhen, China.
- Yin, D., de Vreede, T., Steele, L., & de Vreede, G. J. (2019). Is the Whole Equal to the Sum of its Parts? Exploring the Impact of Inconsistency on Perceived Helpfulness of a Set of Reviews. *Hawaiian International Conference on System Science (HICSS)*, Hawaii.
- Lei, Z., Yin, D., & Zhang, H. (2018). 'I' or 'You': Whom Should Online Reviewers Direct Their Attention To, and When? *International Conference on Information Systems (ICIS)*, San Francisco, California.
- Lei, Z., Yin, D., Mitra, S. & Zhang, H. (2018). Does the Average Product Rating Matter? The Role of the Most Accessible Reviews in Online Word-of-Mouth. *Pre-ICIS Workshop on e-Business (WeB)*, San Francisco, California.
- Jiang, L., Yin, D., & Liu, D. (2018). The More Cheerful the Better? The Roles of Emotional Valence and Variability in Attracting Crowdfunding. *AOM Specialized Conference: Big Data and Managing in a Digital Economy*, Surrey, United Kingdom.
- Peng, C. H., Yin, D., Wei, C. P., & Zhang, H. (2017). Impact of Perspective Taking on Reviewer Behavior: A Multi-Method Exploration. *International Conference on Information Systems (ICIS)*, Seoul, South Korea.

- Yin, D., Bond, S. D., & Zhang, H. (2017). Are Helpful Reviews Persuasive? Effects of Anger in Online Word-of-Mouth. *Conference on Information Systems and Technology (CIST, INFORMS Annual Meeting)*, Houston, Texas.
 - Winner of best paper runner-up award
- Lei, Z., Yin, D., & Zhang, H. (2017). Do Consumers Prefer Confirmatory or Disconfirmatory Reviews? An Experimental Investigation of Selective Exposure. *Conference on Information Systems and Technology (CIST, INFORMS Annual Meeting)*, Houston, Texas.
- Peng, C. H., Yin, D., & Zhang, H. (2017). More than Words in Medical Q&A Communities. *Academy of Management Meeting*, Atlanta, Georgia.
- Lei, Z., Yin, D., & Zhang, H. (2017). Why Do Consumers Seek Online Reviews? An Experimental Investigation. *China Summer Workshop on Information Management (CSWIM)*, Nanjing, China.
- Peng, C. H., Yin, D., Wei, C. P., & Zhang, H. (2015). How Emotions Influence Review Helpfulness: An Empirical Investigation of Emotional Characteristics and Their Consistency in Online Reviews. *Pre-ICIS Workshop on e-Business (WeB)*, Fort Worth, Texas.
- Lei, Z., Yin, D., & Zhang, H. (2015). Should Reviewers Stand in the Shoes of Review Readers? The Role of Perspective Taking in Online Reviews. *Pre-ICIS Workshop on HCI Research in MIS*, Fort Worth, Texas.
- Jiang, L., Yin, D., & Johnson, R. (2015). Why and When Entrepreneurs' Passion Affects Investors' Funding Decision. *Academy of Management Meeting*, Vancouver, British Columbia, Canada.
- Yin, D., & Peng, C. H. (2015). More Than Content: The Impact of Congruence in Construal Levels and Language Styles at Medical Question-and-Answer Communities. *Big XII+ MIS Research Symposium*, Ames, Iowa.
- Peng, C. H., Yin, D., Wei, C. P., & Zhang, H. (2014). How and When Review Length and Emotional Intensity Influence Review Helpfulness: Empirical Evidence from Epinions.com. *International Conference on Information Systems (ICIS)*, Auckland, New Zealand.
- Jiang, L., Yin, D., & Johnson, R. (2014). Does Entrepreneurs' Passion Attract Funding or Backfire? The Moderating Role of Perspective Taking. *Strategic Management Society (SMS) Annual International Conference*, Madrid, Spain.
- Yin, D., Mitra, S., & Zhang, H. (2012). Mechanisms of Negativity Bias: An Empirical Exploration of App Reviews in Apple's App Store. *International Conference on Information Systems (ICIS)*, Orlando, Florida.
- Yin, D., Bond, S. D., & Zhang, H. (2012). An Empirical Exploration of Emotion Arousal in Online Word-of-Mouth. *Conference on Information Systems and Technology (CIST, INFORMS Annual Meeting)*, Phoenix, Arizona.

- Yin, D., Bond, S. D., & Zhang, H. (2012). Effects of Emotion Arousal on Review Helpfulness: An Empirical Exploration. *China Summer Workshop on Information Management (CSWIM)*, Beijing, China.
- Yin, D., Bond, S. D., & Zhang, H. (2012). Does Liking by ‘Friends’ Enhance Persuasion? An Experimental Investigation in Social Media. *Atlanta-Athens Conference on Research in Information Systems*, Atlanta, China.
- Yin, D., Bond, S. D., & Zhang, H. (2011). Dreading and Ranting: The Distinct Effects of Anxiety and Anger in Online Seller Reviews. *International Conference on Information Systems (ICIS)*, Shanghai, China.
- Baldwin, B., & Yin, D. (2011). Beyond Sentiment: Predicting Review Helpfulness by Automatic Classification of Competence, Integrity and Benevolence. *Text Analytics World*, New York.
- Yin, D., Bond, S. D., & Zhang, H. (2010). Are All Bad Reviews Resistant to Change? An Experimental Investigation of Negativity Resistance in E-Commerce. *Pre-ICIS Workshop on e-Business (WeB)*, St. Louis, Missouri.
 - Nominated for best paper award
- Yin, D., Bond, S. D., & Zhang, H. (2010). Are Bad Reviews Always Stronger Than Good? Asymmetric Negativity Bias in the Formation of Online Consumer Trust. *International Conference on Information Systems (ICIS)*, St. Louis, Missouri.
- Yin, D., Bond, S. D., & Zhang, H. (2010). Are Bad Reviews Stronger Than Good? Asymmetric Negativity Bias in the Formation of Online Consumer Trust. Poster at *Association for Consumer Research (ACR) North American Conference*, Jacksonville, Florida.
- Yin, D., Bond, S. D., & Zhang, H. (2008). Trust or Not: Exploring the Dark Side of Trust in E-Commerce. *INFORMS Annual Meeting*, Washington, DC.
- Yin, D., Qiu, L., Dong, X., Li, D., & Liu, Q. (2007). Using Blogs to Enhance Management Education: An Empirical Study. *Pacific-Asia Conference on Information Systems (PACIS)*, Auckland, New Zealand.

Teaching

Doctoral Student Mentoring

University of South Florida

- Zheyi Xu, in progress.
- Arjun Kadian, in progress. (co-chair).
- Aihui Ding (marketing), in progress.
- Naif Alawi, defended in 2021. (committee).

Georgia Institute of Technology

- Elizabeth Han, to be defended in 2022. Currently: Assistant Professor, McGill University, Canada.
- Zhanfei Lei, defended in 2019. (co-chair). Currently: Assistant Professor, University of Massachusetts at Amherst.

Courses Taught

University of South Florida

- ISM4041 Global Cyber Ethics, 2018 – present
- ISM7912 PhD Seminar on Behavioral IS Research, 2021, 2013

University of Missouri

- MGT4610 Database Management, 2015, 2017
- MGT4620 Web Development Fundamentals, 2015 – 2018
- MGT4450 Management of Electronic Commerce, 2014 – 2018
- MGT3300 Introduction to Information Systems, 2012 – 2013

Georgia Institute of Technology

- MGT4058 Database Management, 2010 – 2011

Service

Journal Editorial Services

- Guest Associate Editor, *MIS Quarterly* Special Issue on Digital Resilience, 2021

Professional Service – Conferences

- Track Chair, *International Conference on Information Systems (ICIS)*, Social Media and Digital Collaborations track, 2022
- Associate Editor, *International Conference on Information Systems (ICIS)*, various tracks, 2015 – 2018, 2020 – 2021
- Program Committee Member
 - *INFORMS Conference on Information Systems and Technology (CIST)*, 2017 – present
 - *Workshop on e-Business (WeB)*, 2016 – present
 - *China Summer Workshop on Information Management (CSWIM)*, 2013 – present
 - *HCI in Business conference (HCIB)*, 2015 – 2021

Referee for Journals

MIS Quarterly, Information Systems Research, Management Science, Journal of Management Information Systems, Journal of the Association for Information Systems

Professional Memberships

Association for Information Systems, INFORMS

College and Department-Level Service

University of South Florida

- School of Information Systems and Management
 - Research Presentation Series Coordinator, 2020 – present
 - Search Committee Member, Cybersecurity Tenure-Track Open Positions, 2020
 - PhD Committee Member, 2019 – present
 - Course Coordinator for ISM4041, 2019 – present
 - Participant Pool Coordinator, 2019 – 2021
- Muma College of Business
 - Joint Management Committee Member for Partnership with CUEB (Capital University of Economics and Business, Beijing, China), 2020 – present
 - KnowBe4 Cybersecurity Resilience Training Coordinator, 2019 – present
 - Undergraduate Policy Committee Member, 2018 – present

University of Missouri

- Department of Management
 - Faculty Search Committee Member, 2017
 - Participant Pool Coordinator, 2016 – 2018
- Trulaske College of Business
 - Technology Committee Member, 2014 – 2017