EDHEC BUSINESS SCHOOL

Ivan Gordeliy, PhD

Assistant Professor – Speciality: Marketing

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Ivan Gordeliy has been an Assistant Professor at EDHEC Business School since 2020. His research focuses on Word-of-mouth and on product reviews in particular. His current interests are in consumer-well-being, in the issues of trust and impact of deceptive behaviors. Ivan employs machine learning and natural language processing techniques to analyze User Generated Content in order to understand how behavior affects language and how language impacts consumers' behavior and perceptions.

EDUCATION

2016   **PhD in Physics**
University of Minnesota, Minneapolis, Minnesota, USA

2002   **Master of Science in Applied Mathematics and Physics**
Moscow Institute of Physics and Technology, Moscow, Russia

2000   **Bachelor of Science in Applied Mathematics and Physics**
Moscow Institute of Physics and Technology, Moscow, Russia

PROFESSIONAL EXPERIENCE

2020 -   **Assistant Professor of Marketing**
EDHEC Business School, Lille, France

2019 - 2020   **Postdoctoral researcher in Marketing**
McDonough School of Business, Georgetown University, Washington DC, USA

2019 - 2020   **Consultant researcher in Marketing**
Manning School of Business, University of Massachusetts, Lowell, MA, USA

2017 - 2019   **Researcher**
École Normale Supérieure, Paris, France

2012 - 2015   **Research Fellow**
International Institute of Physics, Natal, Brazil

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2003 - 2012   **Teaching Assistant**
University of Minnesota, School of Physics and Astronomy

2002 - 2003   **Teaching Specialist**
Moscow Institute of Physics and Technology, Moscow, Russia

1998 - 2003   **Engineer**
Institute for Theoretical and Experimental Physics (ITEP), Moscow, Russia

TEACHING EXPERIENCE

2017 - 2019   **Machine Learning applied to Neuroscience and Cognition for Cogmaster students**
École Normale Supe´rieure, Paris, France

2003 - 2012   **Teaching Assistant at the School of Physics and Astronomy**
University of Minnesota

2002 - 2003   **Teaching Specialist**
Moscow Institute of Physics and Technology (MIPT), Moscow, Russia

1996 - 2002   **Teaching**
School of Physics and Technology at the Moscow Institute of Physics and Technology (MIPT), Moscow, Russia

PUBLICATIONS

Ann Kronrod, Jeffrey K. Lee, Ivan Gordeliy "Detecting Fictitious Consumer Reviews: A Theory-Driven Approach Combining Automated Text Analysis and Experimental Design". Marketing Science Institute Working Paper Series 2017 Report No. 17-124 (2017)

Ann Kronrod, Jeff Lee, and Ivan Gordeliy (2017) ,"20-F: How People Compose and Detect Insincere Product Reviews: Combining Experimental and Automated-Text-Analysis Approaches", in NA - Advances in Consumer Research Volume 45, eds. Ayelet Gneezy, Vladas Griskevicius, and Patti Williams, Duluth, MN : Association for Consumer Research.

Kuklin A.*, Cherezov V.*, Zabelskii D., Gordeliy I., Teixeira J. and Gordeliy V. "On the Origin of the Anomalous Behavior of Lipid Membrane Properties in the Vicinity of the Chain-Melting Phase Transition" Sci Rep 10, 5749 (2020)

Ivan Gordeli, Dmitry Melnikov, Antti Niemi, Ara Sedrakyan "Chern-Simons improved Hamiltonians for strings in three space dimensions" Phys. Rev. D 94, no. 2, 021701 (2016) e-Print: arXiv:1508.03268 [hep-th]

Ivan Gordeli, Dmitry Melnikov "Calculation of glueball spectra in supersymmetric theories via holography" e-Print: arXiv:1311.6537 [hep-ph]

Ivan Gordeli, Dmitry Melnikov "On I-even Singlet Glueballs in the Klebanov-Strassler Theory." JHEP08(2011)082. e-Print: arXiv:0912.5517 [hep-th]

Ivan Gordeli, Peter Koroteev "Remarks on holography with broken Lorentz invariance." Phys.Rev.D80:126001,2009. e-Print: arXiv:0904.0509 [hep-th]

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Work in Progress

Fake product and services reviews. Detecting insincerity in online content. Supported by Marketing Science Institute grant. Working paper published at MSI Reports. The full paper currently in Revise-and-Resubmit status at JCR. Developing a theory which connects cognition and language in situations when content creator is lying. Building automated text analysis tools and machine learning algorithms to detect insincerity in product reviews and more generally in online written content. Developing a classification algorithm that will be less context-narrow than available state-of-the-art tools. Running experiments to test the Psycholinguistic foundations of the model. We are proposing a novel way of measuring the ability of subjects to tap into their episodic memory in real-time.

• Ann Kronrod, Jeffrey K. Lee, Ivan Gordeliy "Liar, Liar, Pants on Fire! Combining Experimental Design and Natural Language Processing to Distinguish between Authentic and Fictitious Product Reviews " Journal of Consumer Research, 2nd Round.

• Insights about consumer-product-brand relationships from figurative speech usage in online communications. Supported by UMass Lowell seed grant. Data acquisition and development of text-analysis tools to detect metaphorical language.

• Language similarity of product reviews and product attitude certainty: Developing automated tools to evaluate similarity of online content.

• Modeling sparse time-series data employing Generalized Linear Models with hidden inputs.

PRESENTATIONS, PROCEEDINGS AND TALKS

2020   Ann Kronrod, Jeff Lee and Ivan Gordeliy. The L-I-A-R Project: Linguistic Indicators of Authentic Reviews. Integrating text analysis, machine learning and experimental design to distinguish authentic and fake reviews by the language they employ. Behavioral Insights From Text Conference, Wharton School, Phyladelphia, PA, USA

2019   Ann Kronrod, Jeff Lee and Ivan Gordeliy. Linguistic Aspects of Fictitious Product Reviews. Data Science School, École Polytechnique, Paris, France

2019   Ann Kronrod, Jeff Lee and Ivan Gordeliy. Deception in User Generated Content. Linguistic Aspects of Fictitious Product Reviews - Combining Automated Text Analysis and Experimental Design. Juice Research Group on Judgements & Decisions In the Marketplace, ESADE Business School, Ramon Llull University, Barcelona, Spain

2018   Ivan Gordeliy. Chair of Session "Advertising - Online Product Reviews". EMAC 2018, University of Strathclyde, Glasgow, UK

2018   Ann Kronrod, Jeff Lee and Ivan Gordeliy. Liars!!! Linguistic Aspects of Fictitious Product Reviews - Combining Automated Text Analysis and Experimental Design. EMAC 2018, University of Strathclyde, Glasgow, UK

2017   Kronrod Ann, Jeff Lee and Ivan Gordeliy. Liars! Detecting Fictitious Product Reviews via a Combination of Automatic Text Analysis and Experiments. Marketing Science Institute, Boston, MA, USA

2017   Kronrod Ann, Jeff Lee and Ivan Gordeliy. How People Compose and Detect Insincere Product Reviews: Combining Experimental and Automated-Text-Analysis Approaches. Association for Consumer Research, San Diego, CA, USA

LANGUAGES

fluent: English, Russian, French;
basic: Portuguese, German

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