

Research Notes: Chris Hydock

January 28, 2025



[Chris Hydock's](#) paper "The Effect of Company Size on Aggregate Word of Mouth Valence," co-authored with Jan Klostermann, Anne Mareike Flaswinkel and Reinhold Decker, has been accepted for publication in the *Journal of Marketing*. Hydock is an assistant professor of marketing.

Interested in advancing your education and/or career? Learn more about Freeman's wide range of graduate and undergraduate programs. [Find the right program for you.](#)