ZAIYAN WEI

Mitch Daniels School of Business · Purdue University
403 Mitch Daniels Blvd., West Lafayette, IN 47907

zaiyan@purdue.edu · https://zaiyanw.github.io/

ACADEMIC APPOINTMENTS

Purdue University:

David and Margaret Crow Rising Star Associate Professor (with tenure)	2025 – Current
Associate Professor (with tenure)	2023 – Current
Faculty Affiliate:	
Dean V. White Real Estate Finance Program	2022 – Current
Purdue Fintech Center	2022 – Current
Krenicki Center for Business Analytics and Machine Learning	2017 – Current
Assistant Professor	2015 – 2023

Tsinghua University:

Academic Committee Member, Xinyuan FinTech Center	2018 – 2023

The University of Arizona:

Research Associate, Department of Management Information Systems	2013 – 2015

RESEARCH INTERESTS

AI and the Future of Work, Digital Platforms and Markets, Economics of Information Systems, FinTech, Social Media and Networks

EDITORIAL APPOINTMENTS

Department Editor, ***Decision Sciences Journal***	2026 – Current
Associate Editor, ***Information & Management***	2025 – Current
Guest Associate Editor, ***Information Systems Research***	2025 – Current
Editorial Review Board, ***Information Systems Research***	2024 – Current

EDUCATION

The University of Arizona, *Ph.D. in Economics*	2015
Shanghai University of Finance and Economics, *M.A. in Economics*	2009
Shanghai Jiao Tong University, *B.A. in Economics*	2007

AWARDS, GRANTS, AND FELLOWSHIPS

Research Awards:

Krannert Faculty Fellow Award	2022 – 2023
INFORMS Information Systems Society Sandy Slaughter Early Career Award	2022
Runner-Up for the Best Paper Award, CIST	2022
Management Science Meritorious Service Award	2020
Best Paper Runner-Up, 12th CSWIM	2018
Best Paper Award, 11th CSWIM	2017
Nominee for the Best Reviewer Award, 11th CSWIM	2017
Nominee for the Best Paper Award, CIST	2015

Teaching Awards:

Distinguished Instructor of Undergraduate Elective Courses	2025
Distinguished Instructor of Residential Master's Courses	2019, 2020, 2021, 2022, 2023
Distinguished Instructor of Undergraduate Core Courses	2016, 2018, 2019, 2022
Distinguished Instructor of Weekend MBA Courses	2021
Distinguished Instructor of Ph.D. Courses	2016

Grants and Fellowships:

David and Margaret Crow Rising Star Professorship, Purdue University	2025 – 2030
Krannert STAR Supplement Grant, Purdue University	2022, 2023
Marketing Science Institute (MSI) Grant	2019
Purdue Research Foundation (PRF) Grant	2017
Departmental Travel Grant, The University of Arizona	2014, 2015
Green, William I Fellowship, The University of Arizona	2014

PUBLICATIONS

Holden CW, Lin M, Lu K, Schneemeier J, **Wei Z**, Yang J (2026) The effect of secondary market closure on primary market liquidity: Evidence from peer-to-peer lending. (Forthcoming in ***Journal of Financial Markets***)

Yu Y, Yin D, Khern-am-nuai W, Pinsonneault A, **Wei Z** (2026) Helpful or unhelpful: The hidden influence of review voters and the wisdom of crowds. (Forthcoming in ***Journal of the Association for Information Systems***)

Zhang X, **Wei Z**, Du Q, Zhang Z (2026) Social media moderation and content generation: Evidence from user bans. ***MIS Quarterly*** 50(1): 211-242

Yu Y, Khern-am-nuai W, Pinsonneault A, **Wei Z** (2023) The impacts of social interactions and peer evaluations on online review platforms. ***Journal of Management Information Systems*** 40(4): 1271-1300.

Liang S, Law R, **Wei Z**, Ye Q (2023) Effects of reputation on guest satisfaction: From the perspective of two-sided reviews on Airbnb. ***International Journal of Contemporary Hospitality Management*** 35(10): 3718-3736 (2022 2-Year IF: 12.228).

Chen W, **Wei Z**, Xie K (2023) Regulating professional players in peer-to-peer markets: Evidence from Airbnb. ***Management Science*** 69(5): 2893-2918.

Lin M, Sias R, **Wei Z** (2023) Experts vs. non-experts in online crowdfunding markets. ***MIS Quarterly*** 47(1): 97-126.

- Nominee for the Best Paper Award, INFORMS Conference on Information Systems and Technology (CIST), Oct. 2015.

Chen W, **Wei Z**, Xie K (2022) The battle for homes: How does home sharing disrupt local residential markets? ***Management Science*** 68(12): 8589-8612.

- Runner-Up for the Best Paper Award, China Summer Workshop on Information Management (CSWIM), Jun. 2018.

Lu K, **Wei Z**, Chan TY (2022) Information asymmetry among investors and strategic bidding in peer-to-peer lending. ***Information Systems Research*** 33(3): 824-845.

Alyakoob M, Rahman M, **Wei Z** (2021) Where you live matters: Local bank competition, online marketplace lending, and disparity in borrower benefits. ***Information Systems Research*** 32(4): 1390-1411.

Wei Z, Xiao M, Rong R (2021) Network size and content generation on social media platforms. ***Production and Operations Management*** 30(5): 1406-1426.

Liu X, **Wei Z**, Xiao M (2020) Platform mispricing and lender learning in peer-to-peer lending. ***Review of Industrial Organization*** 56(2): 281-314.

Wang Y, Goes P, **Wei Z**, Zeng D (2019) Production of online word-of-mouth: Peer effects and the moderation of user characteristics. ***Production and Operations Management*** 28(7): 1621-1640.

- Best Paper Award, CSWIM, Jun. 2017.

Wei Z, Lin M (2017) Market mechanisms in online peer-to-peer lending. ***Management Science*** 63(12): 4236-4257.

WORKING PAPERS

Wang F, Wei Z, Wang Y (2026) Generative AI and the Reorganization of Labor Demand.

- SSRN working paper: https://ssrn.com/abstract=6803341

Wang F, Liang S, Wei Z (2026) Guiding without generating: Artificial intelligence (AI)-enabled topic nudges in online reviews.

- SSRN working paper: https://ssrn.com/abstract=4934370

Wang H, Xie K, Kim SJ, Chen W, Wei Z (2026) Should digital platforms share data with governments? Evidence from Airbnb.

- Runner-Up for the Best Paper Award, CIST, Oct. 2022.
- SSRN working paper: https://ssrn.com/abstract=4136821

Chaturvedi A, Muniasamy IG, Wei Z (2025) Designing stable decentralized exchanges for green bonds: An economic mechanism inspired by thermodynamics.

Kim SJ, Xie K, Chen W, Wei Z (2024) Beyond the stay: How short-term rentals reshape residential real estate investment.

- SSRN working paper: https://ssrn.com/abstract=4490690

Lin M, Sias R, Wei Z (2015) "Smart money": Institutional investors in online crowdfunding.

DOCTORAL STUDENT ADVISING AND PLACEMENTS

As Committee Chair/Co-Chair:

Fangyan Wang — Purdue University (Expected May 2028)

Sung Joo Kim, Ph.D. in Management — Purdue University, 2025
Initial placement: **American University** (tenure-track)

As Committee Member:

Amy Mueller Neftzger — Polytechnic Institute, Purdue University (Expected May 2027)

Shiyang Sima, Ph.D. in Management — Purdue University, 2025
Initial placement: **University of Southern California** (research scientist)

Ilango Guru Muniasamy, Ph.D. in Management — Purdue University, 2024
Initial placement: **University of South Florida** (tenure-track)

Xiaohui Zhang, Ph.D. in Information Systems — Arizona State University, 2024
Initial placement: **University of Wisconsin-Milwaukee** (tenure-track)

Sameer Borwankar, Ph.D. in Management — Purdue University, 2023
Initial placement: **McGill University** (tenure-track)

Jianing Ding, Ph.D. in Management — Purdue University, 2023
Initial placement: **Alibaba** (research scientist)

Yipu Deng, Ph.D. in Management — Purdue University, 2021
Initial placement: **The University of Hong Kong** (tenure-track)

Vandith Pamuru, Ph.D. in Management — Purdue University, 2020
Initial placement: **Indian School of Business** (tenure-track)

Visiting Doctoral/Master Students:

Lina Marcela Rivas Mora, M.S. — Pontificia Universidad Javeriana, 2025 – 2026

Felipe Zuñiga, Ph.D. in AI & Entrepreneurship — Universidad Nacional de Colombia, 2025

Sai Liang, Ph.D. in Management — Harbin Institute of Technology, 2018
Initial placement: **Nankai University**

TEACHING

Purdue University:

MIS 38200 (Undergrad core): Management Information Systems	2015, 2017 –2022, 2026
MIS 46700 (Undergrad): AI-Assisted Big Data Analytics in the Cloud	2026
MIS 47900 (Undergrad core): Data Visualization	2023 – 2026
MIS 59300 (Master): Business Data Visualization and Analytics	2023, 2024, 2026
MGMT 59000 (Online): Data Visualization and Persuasion	2023, 2024, 2025
MGMT 69000 (Ph.D.): Machine Learning and Causal Inference	2023, 2025
A Short Course on Data Visualization (Technical Management Institute)	2023, 2024
MGMT 38200 (Online): Management Information Systems (MIS)	2022, 2023
MGMT 58800 (Master): VBA Programming	2017 – 2023
MGMT 69000 (Ph.D.): Causal Inference	2015, 2017, 2020, 2022
MGMT 58800W (Weekend MBA): Business Insights with Spreadsheets	2018 – 2021

The University of Arizona:

MIS 611A (Ph.D.): Design Science (Guest lectures on game theory)	2014, 2015
ECON 361 (Undergrad core): Intermediate Microeconomics	2013

ACADEMIC PRESENTATIONS

Seminars and Invited Presentations:

The University of North Carolina at Charlotte, Belk College of Business — TBD
"Generative AI and the Reorganization of Labor Demand"

University of Delaware, Lerner College of Business & Economics — May 2026
"Generative AI and the Reorganization of Labor Demand"

McGill University, Desautels Faculty of Management — Apr. 2026
"Guiding without generating: Artificial intelligence (AI)-enabled topic nudges in online reviews"

Texas Tech University, Rawls College of Business — Feb. 2026
"Should digital platforms share data with governments? Evidence from Airbnb"

Arizona State University, W.P. Carey School of Business — Mar. 2024
"Should digital platforms share data with governments? Evidence from Airbnb"

Purdue University, Board of Trustees Executive Session — Dec. 2023
"The battle for homes: How does Airbnb disrupt housing markets?"

University of Wisconsin-Madison, Wisconsin School of Business — Oct. 2023
"Should digital platforms share data with governments? Evidence from Airbnb"

University of Florida, Warrington College of Business — Jan. 2023
"Regulating professional players in peer-to-peer markets: Evidence from Airbnb"

The University of Texas at Dallas, Naveen Jindal School of Business Sep. 2022
"Regulating professional players in peer-to-peer markets: Evidence from Airbnb"

Purdue University, Krannert School of Management, SCOM Area (Virtual) Jan. 2022
"The battle for homes: How does home sharing disrupt local residential markets?"

University of Washington, Foster School of Business (Virtual) Apr. 2021
"Regulating professional players in peer-to-peer markets: Evidence from Airbnb"

University of Minnesota, Twin Cities, Carlson School of Management (Virtual) Nov. 2020
"Regulating professional players in peer-to-peer markets: Evidence from Airbnb"

Boston University, Questrom School of Business Feb. 2020
"The effect of secondary market existence on primary market liquidity: Theory and evidence from a natural experiment in peer-to-peer lending"

Carnegie Mellon University, Tepper School of Business Sep. 2019
"Regulating professional players in peer-to-peer markets: Evidence from Airbnb"

University of Minnesota, Twin Cities, Carlson School of Management Oct. 2018
"The survival of noise traders: Evidence from peer-to-peer lending"

University of Rochester, Simon Business School Feb. 2018
"'Smart money': Institutional investors in online crowdfunding"

University of Cincinnati, Lindner College of Business Oct. 2017
"'Smart money': Institutional investors in online crowdfunding"

Tsinghua University, PBC School of Finance Jun. 2017
"Peer-to-peer lending"

University of Louisville, Department of Economics Oct. 2016
"Market mechanisms in online peer-to-peer lending"

The University of Arizona, Eller College of Management, Department of MIS Oct. 2013
"Market mechanisms in online peer-to-peer lending"

Selected Conference Presentations:

2026 Fisher AI in Business Conference, The Ohio State University, Columbus, OH
Workshop on AI and the Future of Collaborative Innovation, NYU Stern, NYC
Wharton Business & Gen AI Conference, San Francisco, CA
CIST, San Francisco, CA
OUI Conference, Cambridge, MA (Student presented)
DSI Annual Conference, San Francisco, CA (Student presented)
POMS Annual Conference, Reno, NV (Student presented)

2025 Fisher AI in Business Conference, The Ohio State University, Columbus, OH
The 5th AI in Management Conference (AIM), Los Angeles, CA (Student presented)
From Decision Making to Deception: Celebrating Jay Nunamaker's Research, Eller College of Management, The University of Arizona, Tucson, AZ

2024	20th Symposium on Statistical Challenges in Electronic Commerce Research (SCECR), Lisbon, Portugal (Student presented)
	2024 Conference on Artificial Intelligence, Machine Learning, and Business Analytics (AIML Business Analytics), Yale School of Management, New Haven, CT (Student presented)
2023	CIST, Phoenix, AZ (Student presented)
	Annual AREUEA National Conference, Washington D.C. (Discussant)
2022	CIST, Indianapolis, IN
	18th SCECR, Madrid, Spain
2021	The Consortium Friday Seminar Series (Indiana University, virtual)
	INFORMS Annual Meeting (virtual)
2020	3rd Toronto FinTech Conference, Toronto, Canada (virtual)
2019	Big 10+ MIS & Analytics Research Conference, West Lafayette, IN
	POMS Annual Conference, Washington, DC
	Platform Strategy Research Symposium, Boston, MA
	AMA Summer Academic Conference (AMA Summer), Chicago, IL
2018	INFORMS Annual Meeting, Phoenix, AZ
	CSWIM, Qingdao, China
2017	CIST, Houston, TX
	AEA/ASSA Annual Conference, Chicago, IL
	International Industrial Organization Conference (IIOC), Boston, MA
	CSWIM, Nanjing, China
	INFORMS Marketing Science Conference, Los Angeles, CA
	FMA Annual Meeting, Boston, MA
	SFS Cavalcade Asia-Pacific, Beijing, China (Discussant)
2016	CIST, Nashville, TN
	AEA/ASSA Annual Conference, San Francisco, CA
	INFORMS Annual Meeting, Nashville, TN
	IIOC, Philadelphia, PA
	7th Annual Conference on Internet Commerce and Innovation, Chicago, IL
	Platform Strategy Research Symposium, Boston, MA
	14th Open and User Innovation Conference, Cambridge, MA
$\leq$ 2015	CIST; IIOC; Workshop on Information Systems and Economics (WISE); Academic Symposium on Crowdfunding, Berkeley, CA; Annual Conference on Internet Commerce and Innovation, Chicago, IL; Platform Strategy Symposium, Boston, MA

SELECTED MEDIA COVERAGE

Weir M. (2026, February 4) *Badges, Bans and Building Better Behavior.* Daniels Insights. https://business.purdue.edu/daniels-insights/posts/2026/badges-bans-building-better-behavior.php

Kim W. (2023, November 3) *What happened to Airbnb?* Vox. https://www.vox.com/money/23941827/airbnb-complaints-guests-cleaning-fee-new-york-regulation

Purdue University (2023, February 2) *Short-term rentals make housing less affordable.* Research at Purdue. https://business.purdue.edu/news/features/2023/short-term-rentals.php

Durai M. (2021, August 18) *What does Airbnb do to the local housing market? Make it less affordable.* Purdue University News. https://business.purdue.edu/news/features/?research=7145

Purdue University (2021, July 27) *Research shows disparity in borrower benefits between local banks and online lenders.* Purdue University News. https://business.purdue.edu/news/features/home.php?research=7100

Nelson E. (2017, June 19) *Under review.* Purdue University News. https://business.purdue.edu/news/features/?research=3433

Dushnitsky G, Lin M, Mollick E (2016, September 22) *Crowdfunding*. Ewing Marion Kauffman Foundation. https://web.archive.org/web/20171006223501/https://www.kauffman.org/microsites/state-of-the-field/topics/finance/crowdfunding

OTHER EDITORIAL SERVICE

Journal Reviews (Partial List):

Decision Sciences Journal

European Journal of Operational Research

Information & Management

Information Systems Research

International Journal of Contemporary Hospitality Management

International Journal of Electronic Commerce

Journal of the AIS

Journal of Corporate Finance

Journal of Economic Behavior and Organization

Journal of Economics and Management Strategy

Journal of MIS

Management Science

Manufacturing & Service Operations Management

MIS Quarterly

Organization Science

Production and Operations Management

RAND Journal of Economics

Tourism Management

Associate Editor for conference proceedings:

2026 International Conference on Information Systems (ICIS)

2023 International Conference on Information Systems (ICIS)

2020 International Conference on Information Systems (ICIS)

2017 European Conference on Information Systems (ECIS)

Conference reviews:

INFORMS Conference on Information Systems and Technology (CIST)

International Conference on Information Systems (ICIS)

Workshop on Information Technology and Systems (WITS)

China Summer Workshop on Information Management (CSWIM)

Grant proposal/dissertation competition reviews:

Alden G. Clayton Doctoral Dissertation Competition (MSI)

Swiss National Science Foundation (SNSF)

Israel Science Foundation (ISF)

OTHER ACADEMIC SERVICES

National and International:

Faculty Promotion and Tenure Cases: University of Oklahoma, Texas Tech University

President of the eBusiness Section at the 2026 INFORMS Annual Meeting, San Francisco, CA

President of the eBusiness Section at the 2025 INFORMS Annual Meeting, Atlanta, GA

Treasurer of the eBusiness Section at the 2024 INFORMS Annual Meeting, Seattle, WA

Co-chair of the eBusiness Cluster at the 2023 INFORMS Annual Meeting, Phoenix, AZ

Co-chair for 2022 CIST, Indianapolis, IN

Chair of the FinTech Cluster at the 2022 INFORMS Annual Meeting, Indianapolis, IN

Session Chairs: INFORMS Annual Meeting; POMS Annual Conference

University and College:

Research Support Advisory Committee (Purdue)	2026 – Current
Graduate Council (Purdue)	2024 – Current
Faculty Recruiting Committee (MIS, Purdue)	2015 – 2016, 2017 – 2018, 2022 – 2025

Promotion and Review Committees (Purdue)	2023 – 2025
Undergraduate Curriculum Committee (Purdue)	2023 – 2025
Faculty Mentor, Krenicki Center (Purdue)	2024
Faculty Mentor of Adobe Analytics Challenge (Purdue)	2023 – 2024
Faculty Recruiting Committee (Real Estate Finance Program, Purdue)	2023 – 2024
Ph.D. Admission Committee (Purdue)	2015 – 2018, 2022 – 2023
Krannert Research Data Initiative Competition Committee (Purdue)	2022 – 2023
Ph.D. Project, University Fair (Purdue)	2023
FinTech Committee (Purdue)	2021 – 2022
MBA/Weekend MBA Committee (Purdue)	2019 – 2021
Digital Footprint Committee (Purdue)	2018 – 2019
Graduate Club Oversight Committee (Purdue)	2017 – 2018

Industry:

Advisory Board: CrowdReviews.com	2016 – Current

MEMBERSHIP

Academy of Management (AOM)

Association for Information Systems (AIS)

Decision Sciences Institute (DSI)

Institute for Operations Research and Management Science (INFORMS)

Production and Operations Management Society (POMS)

(Last Update: August 23, 2026)