Jinyang Zheng

Mitchell E. Daniels, Jr. School of Business (DSB), Purdue University
Rawls Hall (RAWL), Room 4038, West Lafayette, IN 47907
Tel: 206-747-2487, Email: zhengjy@purdue.edu, Web: business.purdue.edu/directory/bio.php?username=zheng221

Experience

Purdue University Daniels School of Business	West Lafayette, IN
Assistant Professor of Management (Management Information Systems Area)	2017-present
University of Washington Foster School of Business	Seattle, WA
Visiting Assistant Professor of Information Systems	2023

Education

University of Washington	Seattle, WA
Ph.D. in Business Administration (Information Systems)	2013-2017
Minor: Economics, Marketing, Research Methods (Econometrics)	
Master of Science (MS), Business Administration, Dean's Achievement	2013-2015
Fudan University	Shanghai, China
Bachelor of Science (BS), Statistics, Outstanding Graduates	2009-2013
University of California, Santa Barbara	Goleta, CA
UC Education Abroad Plan, Statistics, Dean's Honor	2011-2012

Research Interests

Topics: Managing Content Platforms, Moderating Two-sided Platforms, AI-Human Interactions, and Digital Resilience

Methodologies: Integrated (Rubin's and Pearl's) Causal Inference, Structural Model, and Unstructured Data Analytics

Publications/Accepted Papers

1. **Zheng J,** Yin G, Tan Y, Ding J (2023) Does Help Help? An Empirical Analysis of Social Desirability Bias in Ratings, *Information Systems Research*, Forthcoming. (***Best Paper for Track Social Media and Digital Collaborations and Conference Best Paper Nominee, ICIS 2020***).

2. Deng Y[*], **Zheng J**, Huang L, Kannan K (2023) Let Artificial Intelligence Be Your Shelf Watchdog: The Impact of Intelligent Image Processing-Powered Shelf Monitoring on Product Sales, *MIS Quarterly*, 47(3):1045-1072. (***Student Kauffmann Award Runner-up, ICIS 2020***)

3. Rhee KS[*], **Zheng J,** Wang Y, Tan Y (2022) Value of Information Sharing via Ride-hailing Apps: An Empirical Analysis, *Information Systems Research*, 34(3): 1228-1244. (***Best Student Paper Nominee, CIST 2017***)

4. **Zheng J,** Wang Y, Tan Y (2022) Platform Refund Insurance or Being Cast Out: Quantifying the Signaling Effect of Refund Options in the Online Service Marketplace, *Information Systems Research*, 34(3): 910-934. (***Best Paper Nominee, CSWIM 2016***)

5. Deng Y[*], **Zheng J**, Kannan K, Khern-am-nuai W (2022) More than the Quantity: The Value of Editorial Reviews for a User-Generated Content Platform, *Management Science*, 68(9): 6865-6888. (***Best Student Paper Runner-up, CIST 2018***)

6. **Zheng J**, Ren F, Tan Y, Chen X (2020) Optimizing Two-sided Promotion for Transportation Network Companies: A Structural Model with Conditional Bayesian Learning, *Information Systems Research,* 31(3): 692-714. (***Outstanding Achievement Award, China Information Economics Society***)

7. **Zheng J**, Qi Z, Dou Y, Tan Y (2020) How Mega Is the Mega? Exploring the Spillover Effects of WeChat Using Graphical Model, *Information Systems Research,* 30(4): 1343-1362. (***Outstanding Achievement Award, China Information Economics Society***)

Working Papers

8. Borwankar S[*], **Zheng J**, K. Kannan (2022) Can Crowdsourcing Cure Misinformation? The Impact of Twitter's Birdwatch Program on Content Generation (Available at SSRN: https://pap ers.ssrn.com/sol3/papers.cfm?abstract_id=4236756).

9. Wang L[*], **Zheng J**, Li Y, Tan Y (2022) Is Digital Goods Consumption Resilient to Air Pollution? (Available at SSRN: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4182042).

10. Jiang Y[*], **Zheng J**, Tan Y (2021) Quantifying the Value of Heterogeneous Preference: An Empirical Matching Model of Peer-to-Peer Lending (Available at SSRN: https://papers.ssrn. com/sol3/papers.cfm?abstract_id=3375802).

11. X. Wang[*], Zhang Y, **Zheng J**, Tan Y (2023) From Automobile to Autonomous: Does Self-Driving Improve Traffic Condition? (Available at SSRN: https://papers.ssrn.com /sol3/papers.cfm?abstract_id=3374040; ***Best Paper Nominee, CSWIM 2017***).

12. Jin Y[*], **Zheng J**, Huang J, Tan Y (2022) Generating Content Under the "Spotlight" of Friends: A Natural Experiment, (Available at SSRN: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3619077).

13. Deng Y[*], **Zheng J**, Li G, Kannan K (2023) When Donation Meets Reward (Working Paper).

14. Deng Y[*], Wang W[*], **Zheng J**, Li G, Kannan K (2023) The Value of Internet Celebrity for Online Retailers (Working Paper).

15. Ding J[*], **Zheng J**, Li G, Y. Tan (2023) The Relationship between Physical Mobility and Digital Usage (Working Paper).

16. Deng Y[*], Wang W[*], **Zheng J**, Li G, Kannan K (2023) The Value Creation of Internet Celebrity Economy: A Web-Celebrity-Product Matching Model (Work-in-progress).

17. Xue J[*], Wang L[*], **Zheng J**, Li Y, Tan Y (2023) Can ChatGPT Kill User-generated Q&A Platforms? (Working Paper, manuscript available, Available at SSRN: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4448938).

18. Jin Y[*], **Zheng J**, Huang J, Tan Y (2023) Knowledge is Like Money: A Demand Estimation for Online Education (Work-in-progress).

19. Wang[*] X, **Zheng J** (2023) Can Banning ChatGPT Save User-generated Q&A platforms? (Working Paper).

[*]indicates a current or former Ph.D. students

Conference Papers/Presentations

1. "ChatGPT is User-generated Knowledge-sharing Killer", with J. Xue, L. Wang, Y. Li, and Y. Tan, *International Conference on Information Systems (ICIS)*, Hyderabad India, Dec. 2023.

2. "When Reward Meets Donation: A Paradoxical Dilemma", with Y. Deng, G. Li, and K. Kannan, *International Conference on Information Systems (ICIS)*, Hyderabad India, Dec. 2023.

3. "Can Banning ChatGPT Save User-Generated Q&A Platforms?", with X. Wang, *Conference of Information Systems and Technology (CIST)*, Phoenix, AZ, Oct. 2023.

4. "When Reward Meets Donation", with Y. Deng, G. Li, and K. Kannan, *Conference of Information Systems and Technology (CIST)*, Phoenix, AZ, Oct. 2023.

5. "Privacy and Content Contribution of Fact Checkers", with S. Borwankar, *INFORMS Annual Meeting*, Phoenix, AZ, Oct. 2023.

6. "When Reward Meets Donation: A Paradoxical Dilemma", with Y. Deng, and K. Kannan, *INFORMS Annual Meeting*,

Phoenix, AZ, Oct. 2023.

7. "Democratization of Misinformation Monitoring: The Impact of Twitter's Birdwatch Program", with S. Borwankar, and K. Kannan, *Workshop on Information Technologies and Systems (WITS)*, Copenhagen, Denmark, Dec. 2022.

8. "Distraction or Engagement? An Empirical Analysis of California Autonomous Vehicle Testing on Traffic Conditions", with X. Wang, and Y. Zhang, *Workshop on Information Systems Economics (WISE)*, Copenhagen, Denmark, Dec. 2022.

9. "Can Crowdsourcing Help Tackle Misinformation on Social Media?" with S. Borwankar, and K. Kannan, *Conference of Information Systems and Technology (CIST)*, Indianapolis, IN, Oct. 2022.

10. "From Automobile to Autonomous: Empirical Analyses of Autonomous Vehicles and Traffic Condition", with X. Wang, and Y. Zhang, *Conference of Information Systems and Technology (CIST)*, Indianapolis, IN, Oct. 2022.

11. "Democratization of Misinformation Monitoring: The Impact of Twitter's Birdwatch Program", with S. Borwankar, and K. Kannan, *INFORMS Annual Meeting*, Indianapolis, IN, Oct. 2022.

12. "Crowdsourcing and Misinformation on Social Media" with S. Borwankar, K. Kannan, *Annual Meeting of the Academy of Management (AOM)*, Seattle, WA, Aug. 2022.

13. "Estimating the Impact of Twitter's Birdwatch Program on User Generated Content" with S. Borwankar, K. Kannan, *Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*, Madrid, Spain, Jun. 2022.

14. "Can Crowdsourcing Cure Misinformation? The Impact of Twitter's Birdwatch Program on Content Generation", with S. Borwankar, K. Kannan, *POMS Annual Conference (POMS)*, Online, Apr. 2022.

15. "Can Crowdsourcing Cure Misinformation? The Impact of Twitter's Birdwatch Program on Content Generation", with S. Borwankar, K. Kannan, *Workshop on Information Systems Economics (WISE)*, Austin, TX, Dec. 2021.

16. "Estimate the Value of Internet Celebrity for Online Sellers: An Empirical Analysis", with W. Wang, G. Li, K. Kannan, *Conference of Information Systems and Technology (CIST)*, Newport Beach, CA, Oct. 2021.

17. "Physical or Virtual Space? The Impact of COVID-19 Quarantine on App Usage", with J. Ding, G. Li, Y. Tan, *China Summer Workshop on Information Management (CSWIM)*, Online, Jun. 2021.

18. "Estimate the Value of Internet Celebrity for Online Retailers: A Demand Estimation Model", with W. Wang, G. Li, K. Kannan, *China Summer Workshop on Information Management (CSWIM)*, Online, Jun. 2021.

19. "Who Should I Collaborate With? The Matching Value between Advertisers and Streamers", with W. Wang, G. Li, K. Kannan, and F. Ren, *Workshop on Information Systems and Economics (WISE)*, Online, Dec. 2020.

20. "The Impact of Social Recognition on User-Generated Evaluations", with J. Ding, G. Yin, and Y. Tan, *International Conference on Information Systems (ICIS)*, Online, Dec. 2020. (**Best Paper for Track Social Media and Digital Collaborations and Conference Best Paper Nominee**).

21. "Let Artificial Intelligence Be Your Shelf Watchdog: The Impact of AI-powered Shelf Monitoring on Product Sales", with Y. Deng, L. Huang, and K. Kannan, *International Conference on Information Systems (ICIS)*, Online, Dec. 2020. (**Student Kauffmann Award Runner-up**).

22. "More Profit or More Fairness or Both? A Dynamic Structural Model in a Transportation Network", with W. Wang, K. Kannan, and F. Ren, *Conference of Information Systems and Technology (CIST)*, Online, Oct. 2020.

23. "Let Artificial Intelligence Be Your Shelf Watchdog: The Impact of AI-powered Shelf Monitoring on Product Sales", with Y. Deng, L. Huang, and K. Kannan, *Conference of Information Systems and Technology (CIST)*, Online, Oct. 2020.

24. "Let Artificial Intelligence Be Your Shelf Watchdog: The Impact of AI-powered Shelf Monitoring on Product Sales", with Y. Deng, L. Huang, and K. Kannan, *Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*, Online. 2020.

25. "Estimate the Value of Destination Disclosure: A Dynamic Structural Model of Transportation Network", with W. Wang,

K. Kannan, and F. Ren, *Workshop on Information Systems and Economics (WISE)*, Munich, Germany, Dec. 2019.

26. "The Impact of AI-powered Shelf Monitoring on Product Sales: Analysis of a Natural Experiment", with Y. Deng, L. Huang, and K. Kannan, *Workshop on Information Systems and Economics (WISE)*, Munich, Germany, Dec. 2019.

27. "Knowledge is Like Money: A Demand Estimation for Paid-Knowledge Products", with Y. Jin, J. Huang, and Y. Tan, *Workshop on Information Systems and Economics (WISE)*, Munich, Germany, Dec. 2019.

28. "More than the Quantity: Estimating the Value of Editorial Review for UGC Platform", with Y. Deng, K. Kannan, and W. Khern-am-nuai, *International Conference on Information Systems (ICIS)*, Munich, Germany, Dec. 2019.

29. "When Donation Meets Reward: An Empirical Examination of Contribution Dynamics in Crowdfunding", with Y. Deng, K. Kannan, and G. Li, *INFORMS Annual Meeting*, Seattle, WA, Oct. 2019

30. "Would Users Post More? A Hidden Markov Model of Reviewer Learning Dynamics in User-generated Content Platform", with Z. Fang, K. Kannan, and G. Yin, *INFORMS Annual Meeting*, Seattle, WA, Oct. 2019

31. "Estimate the Value of Destination Disclosure: A Dynamic Structural Model of Transportation Network", with W. Wang, K. Kannan, and F. Ren, *INFORMS Annual Meeting*, Seattle, WA, Oct. 2019.

32. "Knowledge is Like Money: A Demand Estimation for Paid-Knowledge Products", with Y. Jin, J. Huang, and Y. Tan, *Conference of Information Systems and Technology (CIST)*, Seattle, WA, Oct. 2019

33. "When Donation Meets Reward: An Empirical Examination of Contribution Dynamics in Crowdfunding", with Y. Deng, K. Kannan, and G. Li, *Conference of Information Systems and Technology (CIST)*, Seattle, WA, Oct. 2019

34. "Would Users Post More? A Hidden Markov Model of Reviewer Learning Dynamics in User-generated Content Platform", with Z. Fang, K. Kannan, and G. Yin, *China Summer Workshop on Information Management (CSWIM)*, Shenzhen, China, Jun. 2019.

35. "Information Affecting Market Efficiency and Fairness: Estimating a Structural Model for Transportation Network", with W. Wang, K. Kannan, and F. Ren, *China Summer Workshop on Information Management (CSWIM)*, Shenzhen, China, Jun. 2019. (***Best Paper Award***).

36. "Knowledge is Like Money: A Demand Estimation for Paid-Knowledge Products", with Y. Jin, J. Huang, and Y. Tan, *China Summer Workshop on Information Management (CSWIM)*, Shenzhen, China, Jun. 2019.

37. "What Goes Around Comes Around: A Structural Matching Model of Peer-to-peer Lending", with Y. Jiang, Y. Tan, and X. Yan, *International Conference on Information Systems (ICIS)*, San Francisco, CA, Dec. 2018.

38. "Generating Content Under the "Spotlight" of Friends: A Natural Experiment", with Y. Jin, J. Huang, and Y. Tan, *Workshop on Information Technologies and Systems (WITS)*, Santa Clara, CA, Dec. 2018.

39. "Technology Restriction and Demand Shifts in Transportation Dynamics: Empirical Study", with K. S. Rhee, Y. Tan, and Y. Wang, *Workshop on Information Technologies and Systems (WITS)*, Santa Clara, CA, Dec. 2018.

40. "More than the Quantity: Estimating the Value of Editorial Review for UGC Platform", with Y. Deng, K. Kannan, and W. Khern-am-nuai, *INFORMS Annual Meeting*, Phoenix, AZ, Nov. 2018.

41. "What Goes Around Comes Around: A Structural Matching Model of Peer-to-peer Lending", with Y. Jiang, Y. Tan, and X. Yan, *INFORMS Annual Meeting*, Phoenix, AZ, Nov. 2018.

42. "More than the Quantity: Estimating the Value of Editorial Review for UGC Platform", with Y. Deng, K. Kannan, and W. Khern-am-nuai, *Conference of Information Systems and Technology (CIST)*, Phoenix, AZ, Nov. 2018. (***Best Student Paper Runner-up***).

43. "Information Disclosure and Value Creation: A Two-sided Matching Approach for Online Lending", with Y. Jiang, Y. Tan, and X. Yan, *Conference of Information Systems and Technology (CIST)*, Phoenix, AZ, Nov. 2018.

44. "Generating Content Under the "Spotlight" of Friends: A Natural Experiment", with Y. Jin, J. Huang, and Y. Tan,

Conference of Information Systems and Technology (CIST), Phoenix, AZ, Nov. 2018.

45. "More than the Quantity: Estimating the Value of Editorial Review for UGC Platform", with Y. Deng, K. Kannan, and W. Khern-am-nuai, *China Summer Workshop on Information Management (CSWIM)*, Qingdao, China, Jun. 2018

46. "Generating Content Under the 'Spotlight': Evidence from a Natural Experiment", with Y. Jin, J. Huang, and Y. Tan, *China Summer Workshop on Information Management (CSWIM)*, Qingdao, China, Jun. 2018.

47. "What Goes Around Comes Around: A Structural Matching Model of Peer-to-peer Lending", with Y. Jiang, Y. Tan, and X. Yan, *China Summer Workshop on Information Management (CSWIM)*, Qingdao, China, Jun. 2018.

48. "More than the Quantity: Estimating the Value of Editorial Review for UGC Platform", with Y. Deng, K. Kannan, and W. Khern-am-nuai, *POMS 29th Annual Conference*, Houston, TX, May. 2018.

49. "From Automobile to Autonomous: Does Self-Driving Improve Traffic Safety?" with Y. Zhang, and Y. Tan, *Workshop on Information Systems and Economics (WISE)*, Seoul, Korea, Dec. 2017.

50. "Uber Introduction and Spillover Effects on Transportation System: Empirical Study", with K. S. Rhee, Y. Tan, and Y. Wang, *Conference of Information Systems and Technology (CIST)*, Houston, TX, Oct. 2017. (***Best Student Paper Nominee***).

51. "Technology Restriction and Demand Shifts in Transportation Dynamics: Empirical Study", with K. S. Rhee, Y. Tan, and Y. Wang, *INFORMS Annual Meeting*, Huston, Texas, Oct. 2017.

52. "From Automobile to Autonomous: Does Self-Driving Improve Traffic Condition?", with Y. Zhang, and Y Tan, *China Summer Workshop on Information Management (CSWIM)*, Nanjing, China, Jun. 2017. (***Best Paper Nominee***).

53. "How Mega is the Mega? Measuring the Spillover Effect of WeChat by Machine Learning and Econometrics", with Z. Qi, Y. Tan, and Y. Dou, *2017 POMS Annual Conference,* Seattle, WA, May 2017.

54. "Conform or To Be Cast Out: Quantifying the Effect of Platform Endorsement and Consumer Generated Reputation on Demand of Online Service Marketplace", with Y. Tan, and Y. Wang, *International Conference on Information Systems (ICIS)*, Dublin, Ireland, Dec. 2016.

55. "Who Drives in My Users? Evidence for App Usage Causal Network from Graphical Model Approach", with Z. Qi, Y. Tan, and Y. Dou, *Conference of Information Systems and Technology (CIST)*, Nashville, TN, Nov. 2016.

56. "Conform or To Be Cast Out: Quantifying the Effect of Platform Endorsement and Consumer Generated Reputation on Demand of Online Service Marketplace", with Y. Tan and Y. Wang, *INFORMS Annual Meeting*, Nashville, TN, Nov. 2016.

57. "Who Drives in My Users? Evidence for App Usage Causality Network from Graphical Model Approach", with Y. Tan, Z. Qi, and Y. Dou, *INFORMS Annual Meeting*, Nashville, TN, Nov. 2016.

58. "Conform or To Be Cast Out: Quantifying the Effect of Platform Endorsement and Consumer Generated Reputation on Demand of Online Service Marketplace", with Y. Tan, and Y. Wang, *China Summer Workshop on Information Management (CSWIM)*, Dalian, China, Jun. 2016. (***Best Paper Nominee***).

59. "Optimizing Two-sided Promotion for Transportation Network Companies: A Structural Model with Conditional Bayesian Learning", with Y. Tan, F. Ren, and X. Chen, *International Conference on Information Systems (ICIS)*, Fort Worth, TX, Dec. 2015.

60. "Does Help Help? An Empirical Investigation of Review in Review in User Generated Content System", with Y. Tan, and G. Yin, *INFORMS Annual Meeting*, Philadelphia, PA, Nov. 2015.

61. "Optimizing Two-sided Promotion for Transportation Network Companies: A Structural Model with Conditional Bayesian Learning", with Y. Tan, F. Ren, and X. Chen, *Conference of Information Systems and Technology (CIST)*, Philadelphia, PA, Nov. 2015.

62. "Optimizing Two-sided Promotion for Transportation Network Companies: A Structural Model with Conditional Bayesian Learning", with Y. Tan, F. Ren, and X. Chen, *China Summer Workshop on Information Management (CSWIM)*, Hefei, China, Jun. 2015.

Invited Talk

1. "Can Banning ChatGPT Save User-generated Q&A platforms?", Information Systems Seminar, George Washington Business School, George Washington University, DC, Nov (planned) 2023.

2. "Can Banning ChatGPT Save User-Generated Q&A Platforms?", Business & Generative AI Workshop, Wharton School, San Francisco, CA, Sept 2023.

3. "When Rewards Meet Donation", Information Systems Research Seminar, SUSTech Business School, Southern University of Science and Technology, Shenzhen, July 2023.

4. "Can Banning ChatGPT Save User-generated Q&A platforms?", Research Seminar, Antai College of Economics and Management, Shanghai Jiao Tong University, Shanghai, July 2023.

5. "Can Banning ChatGPT Save User-generated Q&A platforms?", Research Seminar, School of Economics and Management, Tsinghua University, Beijing, July 2023.

6. "When Rewards Meet Donation", Information Systems Seminar, School of Management, University of Science and Technology China, Hefei, Anhui, China, June 2023.

7. "Democratization of Misinformation Monitoring: The Impact of Twitter's Birdwatch Program", Information Systems Seminar, HKU Business School, University of Hong Kong, Hong Kong, June 2023.

8. "Can Banning ChatGPT Save User-generated Q&A platforms?", Methodology, Organization, and Management (MOM) Workshop, Harvard Business School, Harvard University, Boston, MA, May 2023.

9. "Democratization of Misinformation Monitoring: The Impact of Twitter's Birdwatch Program", Information Systems Seminar, Sauder School of Business, University of British Columbia, Vancouver, BC, Canada, Feb 2023.

10. "Democratization of Misinformation Monitoring: The Impact of Twitter's Birdwatch Program", Information Systems Seminar, Eller College of Management, University of Arizona, Tucson, AZ, Jan 2023.

11. "Democratization of Misinformation Monitoring: The Impact of Twitter's Birdwatch Program", Digital Platform Management Seminar, China Information Economics Association and School of Management, Fudan University, Virtual, Jan 2023.

12. "Can Crowdsourcing Cure Misinformation? The Impact of Twitter's Birdwatch Program on Content Generation", Marketing Seminar, Guanghua School of Management, Peking University, Virtual, Aug 2022.

13. "Can Crowdsourcing Cure Misinformation? The Impact of Twitter's Birdwatch Program on Content Generation", ISOM Workshop, Warrington College of Business Administration, University of Florida, Gainesville, FL, Feb 2022.

14. "Let Artificial Intelligence Be Your Shelf Watchdog: The Impact of AI-powered Shelf Monitoring on Product Sales", Krannert Alumni Conference, Purdue University, West Lafayette, IN, April 2021

15. "Estimate the Value of Destination Disclosure: A Dynamic Structural Model of Transportation Network", Summer Research Seminar, Kelly School of Business, Indiana University, Virtual, Jun 2020.

16. "More than the Quantity: Estimating the Value of Editorial Review for UGC Platform", Research Seminar, School of Management, University of Science and Technology China, Hefei, China, May 2020.

17. "More than the Quantity: Estimating the Value of Editorial Review for UGC Platform", Research Seminar, School of Management, Zhejiang University, Hangzhou, China, July 2019.

18. "Conform or To Be Cast Out: Quantifying the Effect of Platform Endorsement and Consumer Generated Reputation on

Demand of Online Service Marketplace", Research Seminar, School of Management, Xiamen University, Xiamen, China, July 2018.

19. "How Mega is the Mega? Measuring the Spillover Effect of WeChat by Machine Learning and Econometrics", Young Scholar Forum, ICSSSM 2017, Dalian, China, Jun 2017

20. "How Mega is the Mega? Measuring the Spillover Effect of WeChat by Machine Learning and Econometrics", Marketing and E-commerce Research Seminar, School of Business, Nanjing University, Nanjing, China, Jun 2017

21. "How Mega is the Mega? Measuring the Spillover Effect of WeChat by Machine Learning and Econometrics", Information and Decision Sciences Research Seminar, Carlson School of Management, University of Minnesota, Minneapolis, MN, Feb 2017

22. "How Mega is the Mega? Measuring the Spillover Effect of WeChat by Machine Learning and Econometrics", Research Seminar, Simon Business School, University of Rochester, Rochester, NY, Feb 2017.

23. "How Mega is the Mega? Measuring the Spillover Effect of WeChat by Machine Learning and Econometrics", Research Seminar, Rady School of Management, University of California San Diego, San Diego, CA, Jan 2017.

24. "How Mega is the Mega? Measuring the Spillover Effect of WeChat by Machine Learning and Econometrics", Information Systems and Operations Management Research Seminar, Warrington College of Business Administration, University of Florida, Gainesville, FL, Jan 2017.

25. "How Mega is the Mega? Measuring the Spillover Effect of WeChat by Machine Learning and Econometrics", Information Systems Research Seminar, Jindal School of Management, University of Texas at Dallas, Richardson, TX, Jan 2017.

26. "How Mega is the Mega? Measuring the Spillover Effect of WeChat by Machine Learning and Econometrics", MIS research workshop, Krannert School of Management, Purdue University, West Lafayette, IN, Jan 2017.

27. "How Mega is the Mega? Measuring the Spillover Effect of WeChat by Machine Learning and Econometrics", Information Systems and Operations Management Research Seminar, Foster School of Business, University of Washington, Seattle, WA, Dec 2016.

28. "How Mega is the Mega? Measuring the Spillover Effect of WeChat by Machine Learning and Econometrics", Research Seminar, HKUST Business School, HKUST, Hong Kong, Nov 2016.

29. "Conform or To Be Cast Out: Quantifying the Effect of Platform Endorsement and Consumer Generated Reputation on Demand of Online Service Marketplace", Digital Marketing Workshop, Fudan University, Shanghai, China, Jul. 2016.

30. "Optimizing Two-sided Promotion for Transportation Network Companies: A Structural Model with Conditional Bayesian Learning", Didi Chuxing Technology Co., Ltd. Aug 2015

Awards, Grants, and Honors

Gordon Davis Young Scholar Award, INFORMS Information Systems Society	2023
Jay Ross Young Faculty Scholar Award, Krannert School of Management	2023
5-Year Service Recognition Award, Krannert School of Management	2023
Krannert STAR Supplement Competition Award ($8,000), Krannert School of Management	2023
Krannert STAR Supplement Competition Award ($9,000), Krannert School of Management	2022
Master's Outstanding & Distinguished Teachers, Krannert School of Management	2018, 2019, 2021
Ph.D. Outstanding & Distinguished Teachers, Krannert School of Management	2018, 2019, 2021
Outstanding Achievement Award, China Information Economics Society	2020, 2021
Conference Best Paper Nominee, International Conference on Information Systems	2020
Best Paper for Track Social Media and Digital Collaborations, International Conference on Information Systems	2020

Kauffmann Award Best Student Paper Runner-up, International Conference on Information Systems	2020
Jay Ross Young Faculty Scholar Award Nominee, Krannert School of Management	2020
Undergraduate's Outstanding & Distinguished Teachers, Krannert School of Management	2017, 2019
Best Paper Award, China Summer Workshop on Information Management	2019
Best Student Paper Award Runner-up, Conference on Information Systems and Technology	2018
Best Student Paper Award Nominee, Conference on Information Systems and Technology	2017
Best Paper Award Nominee, China Summer Workshop on Information Management	2017
Best Paper Award Nominee, China Summer Workshop on Information Management	2016
The Foster School of Business Dean's Achievement Award, Foster School of Business	2016
Outstanding Research Award of ISOM Department, Foster School of Business	2016
Evert McCabe Endowed Fellowship in Private Enterprise, Foster School of Business	2016
Dorrit Bern Distinguished Leader Fellowship, Foster School of Business	2013-2016
Graduation Scholarship (merit-based) for Academic Excellence, Fudan University	2013
Xiyuan Scholarship for Undergraduate Research Excellence, Fudan University	2012
Dean's Honor, College of Letters & Science, University of California, Santa Barbara	2012
Fudan Commonwealth Scholarship (merit-based), Fudan University	2011
Undergraduate Scholarship (merit-based) for Academic Excellence, Fudan University	2010-2011

Teaching Experience

Course Developer and Instructor

"MGMT 590AUD Analyze Unstructured Data" (Purdue MS-BAIM course)	2018-current

Introduce advanced machine learning, data preprocessing, natural language processing, and computer vision techniques with Tensorflow and Python

Teaching load: 2 sessions per week for the entire module; each session has capacity of 45 students for 75 min.

Course evaluation: (4.2~4.8)/5.0

"MSIS 541(2) Advanced and Unstructured Data Mining" (UW MS-IS course)	2023

Introduce advanced data mining, preprocessing, natural language processing, and computer vision, including sequence-to-sequence models, CNN, LSTM, with Tensorflow and Python

Teaching load: 2 sessions per week for the entire module; each session has capacity of 45 students for 75 min.

Course evaluation: 4.5/5.0

"MGMT 690 Data and Tech for Research" (Purdue Ph.D. course)	2018-current

Introduce advanced data processing, machine learning and econometrics techniques with MySQL, Python and R

Teaching load: 3 hours per week for the entire module; capacity of 15 students.

Course evaluation: (4.9~5.0)/5.0

Class Instructor

"MGMT 544 Database Management Systems" (Purdue undergraduate core course)	2017, 2019, 2023

Introduce relational database with MySQL

Teaching load: 4 sessions per week for the entire quarter; each session has capacity of 38 students for 75 min.

Course evaluation: (4.4~5.0)/5.0

Lab Instructor

"IS 300 Introduction to Information Systems" (UW undergraduate core course)	2014-2015

Teaching load: 2 sessions per week for entire quarter; each session has capacity of 40 students for 1 hour.

Course evaluation: (4.5~4.8)/5.0

Guest Lecturer

"Doctoral Seminar in Empirical Methods in Information System" (Instructor: Yong Tan)	2015

Lecture on "Hidden Markov Model" and "Bayesian Learning Model"

Teaching Assistant

"IS 451 Data Mining for Business Intelligence" (Undergraduate advanced level course in IS)	2016
"IS 460 Systems Analysis and Design" (Undergraduate advanced level course in IS)	2016
"MSIS 502 Business Data Analysis" (Graduate level course in IS)	2015
"MSIS 521 Social Media Analytics and Digital Marketing" (Graduate level course in IS)	2014-2015

Services

Daniels School of Business

Member, PhD in Analytics Advisory Committee	2022-2023
Faculty Affiliate, Krenicki Center for Business Analytics and Machine Learning	2017-present
Organizer, "Introducing Bell" Workshop	2021
Member, Post-Doctoral Fellows Competition Review Committee	2021
Member, Management Information Systems Lecturer Recruiting Committee	2021
Member, Management Information Systems Faculty Recruiting Committee	2020-2021
Member, Management Information Systems Ph.D. Admission Committee	2017–2023
Member, Innovation Research and Teaching Committee	2019–2021
Member, Data Analytics Research and Teaching Committee	2018–2019
Coordinator, Management Information Systems Seminar	2018
Member, Digital Footprint Committee	2017–2018

Purdue University

Faculty Affiliate, Integrative Data Science Initiative (IDSI)	2020-present

Journal Reviewer

Management Science (16)	2017-present
Information Systems Research (49)	2017-present
Management Information Systems Quarterly (13)	2017-present
Production and Operations Management (6)	2019-present
Journal of Management Information Systems (1)	2016
Decision Support Systems (1)	2015

Conference Program Committee Member

INFORMS Workshop on Data Science (WDS)	2023
Workshop on Information Technologies and Systems (WITS)	2020-2023
Conference on Information Systems and Technology (CIST)	2018-2023
China Summer Workshop on Information Management (CSWIM)	2017-2021, 2023
Pacific Asia Conference on Information Systems (PACIS)	2019

Conference Associate Editor

International Conference on Information Systems (ICIS)	2021

Conference Reviewer

    International Conference on Information Systems (ICIS)   2016-2019, 2023

    Hawaii International Conference on System Sciences (HICSS)   2023

    Conference on Information Systems and Technology (CIST)   2014-2017

    China Summer Workshop on Information Management (CSWIM)   2016-2017

    Americas Conference on Information Systems (AMCIS)   2017

    European Conference on Information Systems (ECIS)   2017

    Workshop on Information Technologies and Systems (WITS)   2014-2016

    Workshop on Information Systems and Economics (WISE)   2014

Conference Discussant

    Workshop on Information Systems and Economics (WISE)   2021

Conference Session Chair

    INFORMS Annual Meeting   2018-2019, 2023

    International Conference on Information Systems (ICIS)   2020

Doctoral Dissertation Committee Chair/Co-Chair

    Xiaoxiao Wang (MIS PhD Student)   2023-present

    Sameer Madhav Borwankar (Placement: Assistant Professor, McGill University)   2021-present

    Jianing Ding (Placement: Data Scientist, Alibaba)   2021-2023

    Weilong Wang (Placement: Applied Scientist II, Amazon)   2019-2022

    Yipu Deng (Placement: Assistant Professor, University of Hong Kong)   2018-2021

Doctoral Dissertation Committee Member

    Ilango Guru Muniasamy (Information Systems, Purdue University)   2021-present

    Sung Joo Kim (Information Systems, Purdue University)   2021-present

    Andrew R Steckley (Economics, Purdue University)   2021

    Kyungsun (Melissa) Rhee (Placement: Assistant Professor, University of Florida)   2018-2019

Visiting scholar Advising

    Jie Zhang (Zhejiang University of Finance and Economics)   2019-2020

Professional Memberships

Institute for Operations Research and the Management Sciences (INFORMS), Information Systems Society (ISS), Association for Information Systems (AIS)

Media Mentions

"Restricting ride-hailing apps makes transportation systems less efficient, finds research", TechXplore, May 22, 2023

"Battlefield for WeChat Traffic: The Loss of JD and the Blitzkrieg of Pinduoduo", 36kr, Sept 8, 2019 (65k views, Hot Article on Weibo)

"How much is information worth?", American Enterprise Institute, Jan 24, 2019

"Krannert Faculty Jinyang Zheng Discusses Usage of Mobile Apps", on Purdue Krannert Youtube Homepage, Oct 26, 2017

"WeChat Domination? Professor Point of View", 21 Market, 21st Century Business Herald, ("微信独大会怎样？教授观点" , 21 市场, 21 世纪经济报道), Dec 08, 2016