

Zhiwei Zhu, Ph.D.

Clinical Associate Professor
Daniels School of Business, Purdue University

Academic Focus

Dr. Zhu's work centers on **decision-oriented analytics, forecasting design, and the impact of generative AI on business education and organizational intelligence**. His scholarship bridges theoretical foundations of data science with applied executive experience.

Teaching & Curriculum Leadership

- Core faculty in BS and MS Business Analytics programs
- Departmental curriculum coordination support
- Experiential Education (ExEd) course development mentorship
- Integration of AI into analytics curriculum
- Textbooks in development (graduate and undergraduate levels)

Courses include:

- QM 672 Advanced Business & Generative Intelligence
 - QM 473 Business Data Mining
 - QM 174 AI and Decision Analytics
 - MGMT 405 Statistical Quality Control
 - MGMT 690 Data Analytics for Accounting
 - MGMT 590 Practicum Projects
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Scholarship & Intellectual Contributions

Recent Thought Leadership:

- "Rethinking Data Science Singularity," Harvard Data Science Review (2024)
- "Generative AI's Enduring Significance in Data and Analytics," INFORMS (2024)
- "Data Science: Connecting the Past and Pioneering the Future of Analytics," INFORMS (2024)

Earlier peer-reviewed contributions:

- North American Actuarial Journal
- Journal of Stochastic Processes
- Journal of Rural Health
- American Journal of Preventive Medicine

Research Themes:

- AI and epistemology of data science
 - Decision system design
 - Risk modeling and survival analysis
 - Structured vs generative analytics
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Professional Engagement

- Fulbright U.S. Scholar (Europe, 2024)
 - Invited seminars at 11 European business schools
 - IEEE Conference on AI (Committee Member)
 - Joint Statistical Meetings (Session Chair)
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Industry Experience (Integrated Impact)

Former SVP and VP leading enterprise analytics units at Swiss Re, SCOR, and Assurant Health, bringing practical insight into analytics governance and risk systems.

Education

Ph.D., Statistics – Michigan State University

Selected Publications and Professional Activities

Leadership & Conference Roles

- Committee Member, “Business Intelligence and AI” Vertical, IEEE Conference on AI (CAI), 2025
- Co-Chair, “Corporate Risk and Insurance,” Kautz Conference on Business and Economics, Hungary, 2024
- Session Chair, “Challenges in Data Science,” Joint Statistical Meetings (JSM), 2023

Keynotes & Invited Seminars

- “Analytics in the Era of GAI,” International Symposium on Business Information Science, Hungary, 2024
- “Data and Analytics in the Era of GAI,” Invited seminars at 11 European business schools (8 countries), 2024
- “Some Applications and Trends of Predictive Analytics for Life Insurance,” Purdue University, 2019
- “What is Data Science? Academic and Industry Perspectives,” Purdue IDSI Seminar, 2019
- “The 4th Industrial Revolution, Data Science, and Risk Analytics,” Georgia State University, 2017
- “Data Science and the 4th Industrial Revolution,” Embry-Riddle Aeronautical University, 2017
- “Data Are Not Always Useful; Insights Are,” Chief Data Officer Summit, NYC, 2016

Selected Publications

- Zhu, Z. (2024). *Rethinking Data Science Singularity*. Harvard Data Science Review, 6(1).
- Zhu, Z. (2024). *Generative AI’s Enduring Significance in Data and Analytics*. INFORMS Analytics Conference.
- Zhu, Z. (2024). *Data Science: Connecting the Past and Pioneering the Future of Analytics*. INFORMS Analytics Magazine.
- Zhu, Z., et al. (2015). *Logistic Regression for Life Insurance Industry Experience Studies*. North American Actuarial Journal, 19(4).
- Zhu, Z. (2002). *A Survival Model for Estimating Mortality of Advanced Age Population*. Society of Actuaries.
- Zhu, Z. (1986). *On a 0–1 Law of Strictly Stationary Processes*. Journal of Mathematics.
- Zhu, Z. (1985). *A Generalization of the Birkhoff Ergodic Theorem*. Journal of Mathematics.

(Additional peer-reviewed publications available upon request.)