WEIJIA (DAISY) DAI

Marketing Department
Mitch Daniels School of Business
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EDUCATION

2009 – 2015	Ph.D. in Economics, University of Maryland
2007 – 2008	M.A. in Economics, University of Southern California
2003 – 2007	Bachelor of Economics and Bachelor of Law, Wuhan University, China

EMPLOYMENT

2019 – Present	Assistant Professor of Marketing, Mitch Daniels School of Business, Purdue University
2015 – 2019	Assistant Professor, Department of Economics, Lehigh University

RESEARCH AND TEACHING INTERESTS

Research: Consumer Information and Disclosure; Digital Platforms and Advertising; Consumer Demand and Welfare

Teaching: Marketing Analytics; Digital Marketing

PUBLISHED PAPERS

[1] Weijia Dai, Hyunjin Kim, and Michael Luca (2023), "Which Firms Gain from Digital Advertising? Evidence from a Field Experiment," *Marketing Science*, 42(3), 429–439.

[2] Weijia Dai and Michael Luca (2020), "Digitizing Disclosure: The Case of Restaurant Hygiene Scores," *American Economic Journal: Microeconomics*, 12(2), 41–59.

[3] Weijia Dai, Ginger Jin, Jungmin Lee, and Michael Luca (2018), "Aggregation of Consumer Ratings: An Application to Yelp.com," *Quantitative Marketing and Economics*, 16(3), 289–339.

[4] Matthew Chesnes, Weijia Dai, and Ginger Jin (2017), "Banning Foreign Pharmacies from Sponsored Search: The Online Consumer Response," *Marketing Science*, 36(6), 879–907.

WORKING PAPERS

[5] "Reducing Nutritional Disparities Through Targeted Pricing: Evidence from a Large Restaurant Chain," with Ginger Jin and Ben Zou, May 2026, *Revise and Resubmit at Journal of Marketing Research*.

[6] "The Effect of Search Platforms on Retail Locations: Evidence from Yelp," with Hongyu Fu and Natasha Zhang Foutz, August 2025.

[7] "Evaluating Telehealth's Role in Breast Cancer Care During the COVID-19 Pandemic," with Siyun Lu, Qiang Liu, and Yong Cai, August 2025.

SELECTED WORK IN PROGRESS

[8] "Free-Market Channel of Information Provision," with Sylvia Hristakeva and Tai Lam.

[9] "Visual Exposure and Electric Vehicle Adoption," with Hongyu Fu and Natasha Zhang Foutz.

RESEARCH PRESENTATIONS

- "Reducing Nutritional Disparities Through Targeted Pricing: Evidence from a Large Restaurant Chain"
  - ◇ UIUC, 2026; Lehigh (Management), 2025; Jinan University (Econ), 2024; Cornell, 2023; ISMS Marketing Science Conference, 2023; International Industrial Organization Conference, 2023; Marketing Science: DEI Conference, 2023.
- "The Effect of Search Platforms on Retail Locations: Evidence from Yelp"
  - ◇ USC Digital Transformation Conference, 2025; International Industrial Organization Conference, 2025.
- "Free-Market Channel of Information Provision"
  - ◇ ISMS Marketing Science Conference, 2025.
- "Evaluating Telehealth's Role in Breast Cancer Care During the COVID-19 Pandemic"
  - ◇ ISMS Marketing Science Conference, 2022.
- "Inspection Design and Inspector Behavior"
  - ◇ French National Research Institute for Agriculture, Food and Environment (INRAE), 2021.
- "Digitizing Disclosure: The Case of Restaurant Hygiene Scores"
  - ◇ INFORMS Healthcare Conference, 2019; North American Summer Meeting of the Econometric Society, 2019; Workshop on Health IT & Economics, 2018; International Industrial Organization Conference, 2016.
- "Which Firms Gain from Digital Advertising? Evidence from a Field Experiment"
  (Previous Title: "Effectiveness of Paid Search Advertising: Experimental Evidence")
  - ◇ Purdue University, 2019; Workshop on Information Systems and Economics, 2018; NABE Tech Economics Conference, 2018; MIT Conference on Digital Experimentation, 2018; Chicago Advances with Field Experiments Conference, 2018; Southern Methodist University, 2018; UNSW (Econ), 2018; University of Queensland (Econ), 2018; AEA, 2017; Stanford SIEPR Economics Experiment in the Tech Industry Workshop, 2017; NBER Summer Institute Digitization Meeting poster session, 2016; International Industrial Organization Conference, 2016; Harvard Business School Frontiers of Digital Data and Experimentation Conference, 2016.
- "Aggregation of Consumer Ratings: An Application to Yelp.com"
  (Previous Title: "Optimal Aggregation of Consumer Ratings: An Application to Yelp.com")
  - ◇ Rutgers University (Econ), 2016; Lafayette College (Econ), 2016; NBER Economics of Digitization Spring Meeting, 2015; Lehigh University (Econ), 2015; International Industrial Organization Conference, 2013.
- "Banning Foreign Pharmacies from Sponsored Search: The Online Consumer Response"
  - ◇ NBER Summer Institute, 2014; Workshop on Health IT & Economics, 2013.

- "Matching with Conflicts: An Application to the Advertising Industry"
  - ◇ Econometric Society Asian Meeting, 2017; AEA poster session, 2017; International Industrial Organization Conference, 2015; Lehigh University (Econ), 2015; Georgia Tech (Econ), 2015; Bates White, 2015; Southern Economic Association Annual Meeting, 2014; University of Maryland, 2014.

HONORS, AWARDS, AND FELLOWSHIPS

2024 Distinguished Instructor, Mitch Daniels School of Business, Purdue University.
2023 Krannert Post-Doctoral Fellows Competition (Team Member), Purdue University.
2022 ISMS Early Career Scholars Camp Fellow.
2017 Faculty Travel Award, The Provost's Office, Lehigh University.
2016 Data X Innovation Grant, Lehigh University.
2014 Roger and Alicia Betancourt Fellowship in Applied Economics, University of Maryland.
2013 Best Paper Award, the 4th Annual Workshop on Health IT & Economics.
2013 Summer Research Fellowship, University of Maryland.
2011 Excellence in Teaching Award, University of Maryland.

TEACHING

- Purdue University
  - ◇ Marketing Analytics (Undergraduate & MS Marketing). Fall 2019 – Present.
  - ◇ Marketing Analytics (Online MBA). Summer 2021 – Present.
  - ◇ Data-Driven Marketing (Master's). Spring 2022.
  - ◇ Seminar in Marketing Models (Ph.D.). Spring 2020, Fall 2024.
- Lehigh University
  - ◇ Industrial Organization (Ph.D.). Fall 2016.
  - ◇ Intermediate Microeconomics (Undergraduate). Fall 2015 – Summer 2019.
- University of Maryland
  - ◇ Computer Methods in Economics (Undergraduate). Winter 2012.

PH.D. ADVISING

2025 Hongyu Fu, Committee Chair. Nankai University, China.
2025 Siyun Lu, Committee Member. Capital One.
2019 Qichao Shi, Committee Member. Southwestern University of Finance and Economics, China.
2019 Luna Zhang, Committee Member. University of Washington, Tacoma.
2017 Xiaohui (Ronnie) Guo, Committee Member. University of International Business and Economics, China.

PROFESSIONAL SERVICE

- Editorial Review Board, *Journal of Marketing Research* (July 2026 – June 2029).
- Ad Hoc Reviewer for: *American Economic Review*, *Economic Inquiry*, *Food Policy*, *Information Systems Research*, *Journal of Economic Behavior and Organization*, *Journal of Economics and*

Management Strategy, *Journal of Industrial Economics*, *Journal of Marketing Research*, *Management Science*, *Manufacturing & Service Operations Management*, *Marketing Science*, *Oxford Bulletin of Economics and Statistics*, *Quantitative Marketing and Economics*, *RAND Journal of Economics*, *Scandinavian Journal of Economics*, *Service Science*.

- Other Reviewer for: *AMA Winter Academic Conference*, *Hong Kong UGC Grant Review*, *International Conference on Information Systems*, *Israel Science Foundation Research Grant Review*, *MSI Alden G. Clayton Doctoral Dissertation Proposal Competition*, *NSF Proposal Review*.
- Discussant at: *Bass FORMS Conference*, 2024; *FTC Microeconomics Conference*, 2022; *International Industrial Organization Conference*, 2016, 2023, 2025; *Marketing Dynamics Conference*, 2018; *Midwest Health Economics Conference*, 2019; *Toulouse School of Economics Digital Economics Conference*, 2018.
- Faculty Adviser, 2025 Mittelstaedt & Gentry Doctoral Symposium, University of Nebraska.