

## (DAISY) WEIJIA DAI

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Marketing Area

Krannert School of Management

Purdue University

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### EDUCATION

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| 2009 – 2015 | Ph.D. in Economics, University of Maryland                 |
| 2007 – 2008 | Master of Economics, The University of Southern California |
| 2003 – 2007 | Bachelor of Economics, Wuhan University, China             |

### EMPLOYMENT

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|----------------|---|
| 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: Advertising, Digital Platforms, Health Marketing

Teaching: Marketing Analytics, Digital Marketing

### PUBLISHED PAPERS

- [1] Weijia Dai, Hyunjin Kim, Michael Luca (2023) “Which Firms Gain from Digital Advertising? Evidence from a Field Experiment,” *Marketing Science*, 42(3), 429-439.
- [2] Weijia Dai, Michael Luca (2020), “Digitizing Disclosure: The Case of Restaurant Hygiene Grades,” *American Economic Journal: Microeconomics*, 12(2), 41-59.
- [3] Weijia Dai, Ginger Jin, Jungmin Lee and Michael Luca (2018), “Aggregation of Consumer Ratings: 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

- [1] “Reducing Nutritional Disparities Through Targeted Pricing: Evidence from a Large Restaurant Chain,” with Ginger Jin and Ben Zou, June 2025, *Revise and Resubmit at Journal of Marketing Research*.
- [2] “The Effect of Search Platforms on Retail Locations: Evidence from Yelp,” with Hongyu Fu and Natasha Zhang Foutz, August 2025.
- [3] “Evaluating Telehealth’s Role in Breast Cancer Care During the COVID-19 Pandemic,” with Siyun Lu, Qiang Liu, and Yong Cai, August 2025.
- [4] “Matching with Conflicts: An Application to the Advertising Industry.” July 2017.

## SELECTED WORK IN PROGRESS

- [1] “Free-market Channel of Information Provision,” with Sylvia Hristakeva and Tai Lam.
- [2] “Visual Exposure and Electric Vehicle Adoption,” with Hongyu Fu and Natasha Zhang Foutzs

## RESEARCH PRESENTATIONS

- “Reducing Nutritional Disparities Through Targeted Pricing: Evidence from a Large Restaurant Chain.”
  - ◇ UIUC, 2026; Lehigh University, 2025; Jinan University, 2024; Cornell Johnson, 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”
  - ◇ France National Research Institute for Agriculture, 2021.
- “Digitizing Disclosure: The Case of Restaurant Hygiene Grades”
  - ◇ Informs Healthcare Conference, 2019; North America Econometric Society Summer Meeting, 2019; Workshop on Health IT & Economics at Washington DC, 2018; International Industrial Organization Conference. 2016.
- “Effectiveness of Paid Search Advertising: Experimental Evidence”
  - ◇ Purdue University, 2019; Workshop on Information System and Economics, 2018; NABE Tech Economics Conference, 2018; MIT Conference on Digital Experimentation, 2018; Chicago Advances with Field Experiments Conference, 2018; SMU, 2018; UNSW, 2018; University of Queensland, 2018; AEA, 2017; 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: Application to Yelp.com”  
(Previous Title: “Optimal Aggregation of Consumer Ratings: Application to Yelp.com”)
  - ◇ Rutgers University, 2016; Lafayette College, 2016; NBER Economics of Digitization Spring Meeting, 2015; Lehigh University. 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 at Washington DC, 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. 2015; Georgia Institute of Technology, 2015; Bates White. 2015; Southern Economics Association Meeting, 2014; Robert H. Smith School of Business, University of Maryland. 2014.

## HONORS AND AWARDS

- 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 –
  - ◇ Marketing Analytics (Online MBA). Summer 2021 –
  - ◇ Data Driven Marketing (Master's). Spring 2022.
  - ◇ Seminar in Marketing Models (PhD). 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)

## PHD STUDENT MENTORING

- 2020-2025 Hongyu Fu, Dissertation Committee Chair. First placement: Tongji University.
- 2021-2025 Siyun Lv, Dissertation Committee Member. First placement: Capital One.
- 2016-2019 Luna Zhang, Dissertation Committee Member. First placement: University of Washington, Tacoma.

## PROFESSIONAL EXPERIENCE

- Adhoc Reviewers for: *American Economic Review*, *Economic Inquiry*, *Food Policy*, *International Conference on Information Systems*, *Information System Review*, *Israel Science Foundation Research Grants Review*, *Journal of Marketing Research*, *Journal of Industrial Economics*, *Journal of Economic Behavior and Organization*, *Journal of Economics and Management Strategy*, *Management Science*, *Manufacturing & Service Operations Management*, *Marketing Science*, *NSF Proposal Review*, *Oxford Bulletin of Economics and Statistics*, *RAND Journal of Economics*, *Service Science*, *Scandinavian Journal of Economics*.

- Faculty Adviser, 2025 Mittelstaedt & Gentry Doctoral Symposium, University of Nebraska–Lincoln, Lincoln, NE (2025).