ERIC B. ZHOU

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Education

2023 – 2026 (Expected)	**Boston University Questrom School of Business** *Doctoral Candidate in Information Systems* Advisor: Dokyun Lee Dissertation: "*Human Creativity & Creative Markets in the Age of Generative AI*" **MSI Alden G. Clayton Dissertation Competition honorable mention**	Boston, MA
2021 – 2023	**Washington University in St. Louis Olin Business School** *Doctoral Student,* awarded *Master of Science in Business Administration* *Transferred to Boston University	St. Louis, MO
2019 – 2021	**Carnegie Mellon University Tepper School of Business** *Master of Business Administration* Business Analytics Track Concentrations in Business Technologies and Operations Research	Pittsburgh, PA
2014 – 2018	**Washington University in St. Louis Olin Business School** *Bachelor of Science in Business Administration* Majors in Marketing and Finance	St. Louis, MO

Research Interests

Substantive	Social and economic consequences of AI and technology Human creativity and the creative economy in response to generative AI AI policy & data governance Design and analysis of human-AI systems
Methods	Causal inference Deep Learning Large Language Models Multimodal feature extraction

Research

[1]First author

Job Market Paper

Generative AI and Creative Markets: Supply-side Responses to AI Disruption & Data Governance
Eric B. Zhou[1]; Dokyun Lee; Gordon Burtch; Daniel Rock; Prasanna Tambe
Workshop on Information Systems and Economics (WISE) 2025 Best Student Paper runner-up
Preparing for submission to *Management Science*
*Manuscript available upon request.

"The emergence of generative artificial intelligence (AI) has sparked debate about its impacts on creative markets, echoing concerns raised following the advent of Adobe Photoshop, which incited fears of labor

displacement. However, those earlier innovations spurred new artistic genres and, ultimately, market expansion. We examine how digital creators respond to the emergence of AI tools and consequent data governance concerns, and how these choices reshape competition in creative markets. Using data from one of the largest industry art platforms, we find that AI-assisted creators intensify portfolio-building activities to strengthen their labor market position while creators sensitive to data governance, i.e., who opt out of serving AI training datasets, withdraw from portfolio competition. To understand how creators strategically adapt their portfolios in response to competitive disruption, we leverage Visual-Concept Modeling, a multimodal feature extraction approach for characterizing prototypical artifact types based on visual and conceptual elements. We identify a concentration of homogenized content, specifically character concept art, driven by AI adoption, while AI-sensitive creators, particularly freelancers and new entrants, reduce production in AI-dominated genres without substituting for other artifact types. These findings suggest that the allowance of AI and risk of creators' work being appropriated for AI training may undermine creators' incentives to participate in the market, highlighting the urgent need for policy clarity to foster the long-term sustainability of creative ecosystems."

Publications

1. *Who Expands the Human Creative Frontier with Generative AI?*
   Eric B. Zhou[1]; Dokyun Lee; Bin Gu
   Science Advances (September 2025)
   Available at [SSRN] and [Science Advances]

2. *Generative Artificial Intelligence, Human Creativity, and Art*
   Eric B. Zhou[1]; Dokyun Lee
   Proceedings of the National Academy of Sciences Nexus (March 2024)
   ***Ranked among the most read and cited articles on PNAS Nexus**
   Available at [SSRN] and [PNAS Nexus].

Works in Progress

1. *Evaluating Human Creativity Under Permissive vs. Prohibitive Data Governance Regimes*
   Eric B. Zhou[1]
   Data collection

2. *Understanding Human vs. AI Value Attribution in Collectors' Art Markets*
   Eric B. Zhou[1]; Stefano Puntoni
   Data collection

3. *Creative Career Trajectories & Reskilling in Response to Generative AI*
   Eric B. Zhou[1]; Gordon Scott
   Data exploration

4. Reboot of: *Economic Value of Image-Based Seller Quality Signals*
   Avery Chen; **Eric B. Zhou**; Yingkang Xie
   *Previously **Eric B. Zhou**[1]; Xiang Hui; Dokyun Lee
   Workshop on Information Systems and Economics (WISE) 2022 Best Student Paper finalist
   Analysis

Invited Talks

Who Expands the Human Creative Frontier with Generative AI?
Eric B. Zhou; Dokyun Lee; Bin Gu
Jul. 2025 | Technical University of Munich GenAI Lab (virtual)

Generative Artificial Intelligence, Human Creativity, and Art

Eric B. Zhou; Dokyun Lee
Apr. 2024 | Cornell Information Science Seminar (virtual)

Conference & Workshop Presentations

*Accepted but not attended; †Invited speaker

Generative AI and Creative Markets: Supply-side Responses to AI Disruption & Data Governance
Eric B. Zhou; Dokyun Lee; Gordon Burtch; Daniel Rock; Prasanna Tambe

Mar. 2025	*Artificial Intelligence in Management (AIM) Conference*	Los Angeles, CA
May 2025	*Wharton AI and the Future of Work*	Philadelphia, PA
Jun. 2025	**Marketing Science Conference*	Washington, DC
Jun. 2025	**Symposium on Statistical Challenges in Electronic Commerce Research*	Cyprus, Greece
Jul. 2025	†*Academy of Management Annual Meeting*	Copenhagen, DK
Sep. 2025	*[Plenary] Wharton People & Organizations Conference*	Philadelphia, PA
Oct. 2025	†*USC x BU PhD Platform Strategy Workshop*	Boston, MA
Oct. 2025	†*INFORMS Annual Meeting*	Atlanta, GA
Dec. 2025	**Conference on AI, ML, and Business Analytics*	New York, NY
Dec. 2025	*Workshop on Information Systems and Economics (WISE)* ***Best Student Paper runner-up***	Nashville, TN

Who Expands the Human Creative Frontier with Generative AI?
Eric B. Zhou; Dokyun Lee; Bin Gu

May 2024	*Wharton AI and the Future of Work*	Philadelphia, PA
Aug. 2024	†*Academy of Management Annual Meeting*	Chicago, IL
Sep. 2024	*Wharton Business & Generative AI Workshop*	San Francisco, CA
Oct. 2024	*Conference on Information Systems and Technology (CIST)*	Seattle, WA
Dec. 2024	*Conference on AI, ML, and Business Analytics*	New Haven, CT
Jun. 2025	**Symposium on Statistical Challenges in Electronic Commerce Research*	Cyprus, Greece

Generative Artificial Intelligence, Human Creativity, and Art
Eric B. Zhou; Dokyun Lee

Sep. 2023	*Wharton Business & Generative AI Workshop*	San Francisco, CA
Oct. 2023	*INFORMS Workshop on Data Science*	Phoenix, AZ
Oct. 2023	†*INFORMS Annual Meeting*	Phoenix, AZ

Economics of Image-Based Seller Quality Signals
Eric B. Zhou; Xiang Hui; Dokyun Lee

Dec. 2022	*Workshop on Information Systems and Economics (WISE)* ***Best Student Paper finalist***	Copenhagen, DK

Interpretable Machine Learning for Theory Building
Dokyun Lee; **Eric B. Zhou**; Chengfeng Mao; Gerald Kane

Aug. 2020	*MISQ Author Workshop*	Virtual

Awards

Dec. 2025	WISE 2025 *Best Student Paper runner-up*
Nov. 2025	MSI Alden G. Clayton Dissertation Competition honorable mention
Oct. 2025	ISS Doctorial Consortium
May 2024	Marketing Science Institute Research Grant ($5,000)
May 2024	Questrom Outstanding Research Award
Feb. 2024	Nominated: Falling Walls Science Breakthrough of the Year in Art & Science

Oct. 2023	INFORMS Gold Student Scholarship
Sep. 2023	Questrom School of Business Doctoral Fellowship
Dec. 2022	WISE 2022 Best Student Paper Finalist
Aug. 2021	Olin Business School Doctoral Fellowship
Feb. 2019	Nielsen BASES Client Service Superstar Award

Professional Service

Editor

[Guest] *Proceedings of the National Academy of Sciences Nexus*

Reviewer

Proceedings of the National Academy of Sciences Nexus
Management Science
Information Systems Research
MIS Quarterly
Harvard Data Science Review
Internet Research
Hawaii International Conference on System Sciences (HICSS)

Teaching Experience

Spring 2025 — **IS 223: Introduction to Information Systems**
Lead Instructor
Instructor Rating: 4.64/5 (44 out of 54 respondents)

Spring 2023 — **DAT 500W: A/B Testing in Business**
Head Teaching Assistant

Industry Experience

2021 – 2023 — **Machine Learning Contractor** — Santa Monica, CA
Angel Flights West — (Remote)

2018 – 2019 — **Research Analyst, Product Innovation Analytics** — Wilton, CT
Nielsen BASES

Skills

Econometrics & Statistics: causal inference (DID, RDD, experimental design)

Machine Learning & AI: Large Language Models (LLMs), Claude Code, computer vision, multimodal feature extraction, agentic systems, PyTorch

Programming & Tools: Python, HuggingFace, web scraping, SQL, Linux, Git, LaTeX

Coursework

Fall 2020 — Seminar in Business Technologies (neural language models, philosophy, & economics of AI)

Fall 2021 — Microeconomics I

	Empirical Methods in Business: Part B (Advanced Econometrics) Seminar in Marketing
Spring 2022	Microeconomics II Causal Inference Analytical Modeling in Marketing: Part A Empirical Methods in Structural Modeling
Fall 2022	Empirical Methods in Business: Part A Seminar in Strategy & Organization Experimental and Behavioral Research Methods: Part A
Spring 2023	Seminar in Strategic Management of Innovation & Technology Seminar in Strategy Independent Study in Strategy
Fall 2023	Applied Machine Learning Seminar in Generative AI and Causal Inference with Text
Spring 2024	Seminar in Economics of Information Systems

References

Dokyun Lee – *Committee Chair*
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