

ERIC B. ZHOU

U.S. Citizen

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Updated: June 6, 2025

Education

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| 2023 – 2026 (Expected) | Boston University Questrom School of Business <i>Doctoral Candidate in Information Systems</i> Advisor: Dokyun Lee | Boston, MA |
| 2021 – 2023 | Washington University in St. Louis Olin Business School <i>Master of Science in Business Administration</i> | St. Louis, MO |
| 2019 – 2021 | Carnegie Mellon University Tepper School of Business <i>Master of Business Administration</i> Business Analytics Track Concentrations in Business Technologies and Operations Research | Pittsburgh, PA |
| 2014 – 2018 | Washington University in St. Louis Olin Business School <i>Bachelor of Science in Business Administration</i> Majors in Marketing and Finance | St. Louis, MO |

Research Interests

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| Substantive | Societal consequences of generative AI Human creativity and creative markets in response to AI Multi-agent systems to simulate social processes Design and analysis of human-AI interfaces in healthcare |
| Methods | Deep Learning Computer vision Large Language Models Multimodal feature extraction Causal inference |

Research

Publications

1. **Eric B. Zhou**; Dokyun Lee. “Generative Artificial Intelligence, Human Creativity, and Art.”
Published at *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](#)].

“Recent artificial intelligence (AI) tools have demonstrated their ability to produce outputs traditionally considered creative. One such system is text-to-image generative AI, which automates humans' execution to generate high-quality digital artworks. Utilizing a dataset of over 4 million artworks from more than 50,000 unique users, our research shows that text-to-image AI substantially enhances human creative productivity by 25% and increases the likelihood of receiving a favorite per view by a similar percentage. While peak artwork content novelty (focal objects and object relationships) increases over time, average content novelty declines, suggesting an expanding but inefficient creative space. Additionally, there is a consistent reduction in visual

novelty (pixel-level stylistic elements). Importantly, AI-assisted artists who can produce more novel ideas, regardless of overall novelty prior to adoption, produce artworks that their peers evaluate more favorably. The results imply that ideation and likely filtering are necessary skills in the text-to-image process, thus giving rise to “generative synesthesia” - the harmonious blending of human senses and AI mechanics to discover new creative workflow.”

Under Review

1. **Eric B. Zhou;** Dokyun Lee; Bin Gu. “Who Expands the Human Creative Frontier with Generative AI?” Second round revisions at *Science Advances* (April 2025)
Available at [\[SSRN\]](#)
“Artists are rapidly integrating generative text-to-image models into their workflows, yet how this human–AI collaboration affects creative discovery remains unclear. Leveraging large-scale data from an online art platform, we compare AI-assisted creators to matched non-adopters to assess novel idea contributions. Initially, generative AI increases novelty among a concentrated subset of artists, driven primarily by substantial productivity gains; however, marginal novelty per artifact declines post-adoption, reflecting a shift toward high-volume, incremental exploration, ultimately yielding a greater aggregate of novel artifacts by AI adopters. We observe no evidence of a human–AI complementarity effect beyond productivity-driven gains. Notably, the release of open-source Stable Diffusion accelerates novel contributions across a broader, more diverse group, suggesting that text-to-image tools facilitate exploration at scale, initially enabling persistent breakthroughs by a select “mastermind” group, driven by substantial volume increases, and subsequently enabling widespread novel contributions from an emergent “hivemind” of artists.”

Works in Progress

2. **Eric B. Zhou;** Dokyun Lee; Gordon Burtch; Daniel Rock; Prasanna Tambe. “Creative Markets in the Age of Generative AI: Strategic Shifts in Artistic Production.” *Manuscript in preparation*.
3. **Eric B. Zhou;** Stefano Puntoni. “Understanding Human vs. AI Value Attribution in Creative Artifacts.” *Data collection*.
4. **Eric B. Zhou;** Gordon Scott. “Creative Career Trajectories & Reskilling in Response to Generative AI.” *Data exploration*.
5. Avery Chen; **Eric B. Zhou;** Yingkang Xie. Reboot of: “Economic Value of Image-Based Seller Quality Signals.” *Analysis*.
6. **Eric B. Zhou;** Xiang Hui; Dokyun Lee. “Economic Value of Image-Based Seller Quality Signals.” **Workshop on Information Systems and Economics (WISE) 2022 Best Student Paper Finalist**
“In online marketplaces, sellers can rely on alternative mechanisms to signal their quality when they lack rich transaction histories. Using scraped data on GPU sales from eBay, we find that certain image signals can substitute for reputation to increase conversion rates amongst sellers with less than 100% positive reputation, and conditional on making a sale, can realize a 5% price premium on average. However, the effects are only significant for less reputable sellers.”

Invited Talks

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| Jul. 2025 | Eric B. Zhou; Dokyun Lee; Bin Gu. “Who Expands the Human Creative Frontier with Generative AI?” Technical University of Munich GenAI Lab (virtual) |
| Apr. 2024 | Eric B. Zhou; Dokyun Lee. “Generative Artificial Intelligence, Human Creativity, and Art.” Cornell Information Science Seminar (virtual) |

Conference & Workshop Presentations

Eric B. Zhou: Dokyun Lee; Gordon Burtch; Daniel Rock; Prasanna Tambe. “Creative Markets in the Age of Generative AI: Strategic Shifts in Artistic Production.”

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| Mar. 2025 | <i>Artificial Intelligence in Management (AIM) Conference</i> at Los Angeles, CA |
| May 2025 | <i>Wharton AI and the Future of Work</i> at Philadelphia, PA |
| Jun. 2025 | <i>[Accepted] Marketing Science Conference</i> at Washington, DC |
| Jun. 2025 | <i>[Accepted] Symposium on Statistical Challenges in Electronic Commerce Research</i> at Cyprus, Greece |
| Jul. 2025 | <i>[Invited Panelist] Academy of Management Annual Meeting</i> at Copenhagen, Denmark |
| Oct. 2025 | <i>[Invited Panelist] INFORMS Annual Meeting</i> at Atlanta, GA |
| Jan. 2026 | <i>[Invited Panelist] Allied Social Sciences Association Annual Meeting</i> at Philadelphia, PA |

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

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

Eric B. Zhou: Dokyun Lee. “Generative Artificial Intelligence, Human Creativity, and Art.”

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| Sep. 2023 | <i>Wharton Business & Generative AI Workshop</i> at San Francisco, CA |
| Oct. 2023 | <i>INFORMS Workshop on Data Science</i> at Phoenix, AZ |
| Oct. 2023 | <i>[Invited Panelist] INFORMS Annual Meeting</i> at Phoenix, AZ |

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

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| Dec. 2022 | <i>Workshop on Information Systems and Economics (WISE)</i> at Copenhagen, DK Best Student Paper Finalist |
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Dokyun Lee; **Eric B. Zhou;** Chengfeng Mao; Gerald Kane. “Interpretable Machine Learning for Theory Building”

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| Aug. 2020 | <i>MISQ Author Workshop</i> at virtual |
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Professional Service

Reviewer

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

Teaching Experience

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| Spring 2025 | IS 223: Introduction to Information Systems Lecturer Instructor Rating: 4.64/5 (class size = 54) |
| Spring 2023 | DAT 500W: A/B Testing in Business Heading Teaching Assistant Taught by Xiang Hui and Christopher Mondy |

Industry Experience

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| 2021 – 2023 | Machine Learning Contractor <i>Angel Flights West</i> | Santa Monica, CA (Remote) |
| 2018 – 2019 | Research Analyst, Product Innovation Analytics <i>Nielsen BASES</i> | Wilton, CT |

Skills

Python, PyTorch, HuggingFace, AutoGen, R, LaTeX, SQL, web scraping, Linux

Coursework

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| 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: Creativity |
| Fall 2023 | Applied Machine Learning Seminar in Generative AI and Causal Inference with Text |
| Spring 2024 | Seminar in Economics of Information Systems |

Awards

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| 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 |

References

Dokyun Lee – *Committee Chair*

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