

# ERIC B. ZHOU

U.S. Citizen

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## Education

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

## Research Interests

<b>Substantive</b>	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
<b>Methods</b>	Causal inference Deep Learning Large Language Models Multimodal feature extraction

## Research

<sup>1</sup>First author

### Job Market Paper

*Generative AI and Creative Markets: Supply-side Responses to AI Disruption & Data Governance*

**Eric B. Zhou**<sup>1</sup>; 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**<sup>1</sup>; 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**<sup>1</sup>; 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**<sup>1</sup>  
*Data collection*
2. *Understanding Human vs. AI Value Attribution in Collectors' Art Markets*  
**Eric B. Zhou**<sup>1</sup>; Stefano Puntoni  
*Data collection*
3. *Creative Career Trajectories & Reskilling in Response to Generative AI*  
**Eric B. Zhou**<sup>1</sup>; 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**<sup>1</sup>; Xiang Hui; Dokyun Lee  
**Workshop on Information Systems and Economics (WISE) 2022 Best Student Paper finalist**  
*Analysis*

## Invited Talks

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

*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

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\*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)	Nashville, TN
	<b>Best Student Paper runner-up</b>	

*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)	Copenhagen, DK
	<b>Best Student Paper finalist</b>	

*Interpretable Machine Learning for Theory Building*

Dokyun Lee; **Eric B. Zhou;** Chengfeng Mao; Gerald Kane

Aug. 2020	MISQ Author Workshop	Virtual
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## Awards

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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

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Editor	[Guest] <i>Proceedings of the National Academy of Sciences Nexus</i>
Reviewer	<i>Proceedings of the National Academy of Sciences Nexus</i> <i>Management Science</i> <i>Information Systems Research</i> <i>MIS Quarterly</i> <i>Harvard Data Science Review</i> <i>Internet Research</i> <i>Hawaii International Conference on System Sciences (HICSS)</i>

## Teaching Experience

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Spring 2025	<b>IS 223: Introduction to Information Systems</b> Lead Instructor Instructor Rating: 4.64/5 (44 out of 54 respondents)
Spring 2023	<b>DAT 500W: A/B Testing in Business</b> Head Teaching Assistant

## Industry Experience

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

## Skills

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Python, PyTorch, HuggingFace, AutoGen, smolagents, 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
Fall 2023	Applied Machine Learning Seminar in Generative AI and Causal Inference with Text
Spring 2024	Seminar in Economics of Information Systems

## References

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**Dokyun Lee** – *Committee Chair*

Associate Professor of Information Systems  
Questrom School of Business  
Boston University  
[dokyun@bu.edu](mailto:dokyun@bu.edu)

**Bin Gu** – *Committee*

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**Prasanna Tambe** – *Committee*

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**Daniel Rock** – *Committee*

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