ERIC B. ZHOU

ADDRESS: 7749 Kingsbury Blvd, Unit 32, Clayton MO

PHONE: +1 (267) 992-4050

WEBSITE: https://www.linkedin.com/in/ericbzhou/

EMAIL: ericbzhou0513@gmail.com

U.S. Citizen

Education

| 2021 - 2026 (Expected) | **Washington University in St. Louis Olin Business School** | St. Louis, MO |
| | Doctoral Candidate in Strategy | |

2019 - 2021	**Carnegie Mellon University Tepper School of Business**	Pittsburgh, PA
	Master of Business Administration, *Business Analytics Track*	
	Concentrations in *Business Technology* and *Operations Research*	

2014 – 2018	**Washington University in St. Louis Olin Business School**	St. Louis, MO
	Bachelor of Science in Business Administration	
	Majors in *Finance* and *Marketing*	

Research Interests

| Computational creativity | Ethics of AI and technology |
| Unintended consequences of AI | Economics of unstructured data |

Working Papers

Zhou, Eric; Hui, Xiang; Lee, Dokyun. "Economic Value of Image-Based Seller Quality Signals." *Work in progress.*
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."

Lee, Dokyun; **Zhou, Eric**; Mao, Chengfeng; Kane, Gerald. "Interpretable Machine Learning for Theory Building." *Work in progress. Accepted to MISQ Author Workshop.*
"Recent advances in Interpretable Machine Learning (IML) offer flexible, scalable solutions to help humans develop novel hypotheses using large-scale unstructured data. We demonstrate by applying a novel IML algorithm to three datasets and reproduce theoretical insights from published research with minimal time and human intervention."

Ongoing Projects

Zhou, Eric; Lee, Dokyun. "Generative AI-Augmented Creativity: Evidence from Art-Sharing Platforms." *Work in progress.*

Lee, Dokyun; **Zhou, Eric**. "Generative AI & Human-AI Co-Creativity: A Survey" *Work in progress.*

Conference Presentations & Workshops

December 2022	**Zhou, Eric**; Hui, Xiang; Lee, Dokyun. "Economic Value of Image-Based Seller Quality Signals"
	Workshop on Information Systems and Economics (WISE) at Copenhagen, DK
	Best Student Paper Finalist
August 2020	Lee, Dokyun; **Zhou, Eric**; Mao, Chengfeng; Kane, Gerald. "Interpretable Machine Learning for Theory Building."
	MISQ Author Workshop, virtual

Teaching Experience

| Spring 2023 | Head Teaching Assistant, DAT 500W: A/B Testing in Business |
| | Taught by Xiang Hui & Christopher Mondy |

Research Experience

2019 - 2021	**Graduate Research Assistant** at Carnegie Mellon University Pittsburgh, PA

Advisor: Dokyun Lee

- Applied a novel Deep Learning algorithm Focused Concept Miner (FCM) on three text datasets to reproduce theoretical insights published in top journals.
- Created [FCM](#) user guide and demonstration, serving as liaison with faculty alpha/beta testers ([Github link](#)).
- Prepared course material for *Deep Learning for Business: Mining Unstructured Data*, covering technical details on neural language models like Transformer, BERT, GPT1, 2, & 3, etc.

Industry Experience

2021 - 2022	**Machine Learning Contractor** at Angel Flights West (Remote) Santa Monica, CA

- Trained a pilot clustering pipeline to identify core pilot segments based on preference surveys.
- Consulted on how to implement a mission classification model based on the results of the pilot segments.
- Ran simulations to validate centroid definitions and ensure robustness to random parameter initializations.
- Implemented and deployed model in Microsoft Azure, allowing the client to scale operations to new data.
- Created mission classification pipeline to identify mission types and optimize matching with pilot types.
- Designing field experiment to analyze pilot sensitivity to private information and final matching outcomes.

2018 - 2019	**Market Research Analyst** at Nielsen BASES Wilton, CT

Product Innovation Analytics

- Designed and conducted research plans and data analysis to evaluate new product concepts.
- Consulted for Fortune 500 CPG clients on product ideation and market entry for long-term success.
- Co-led initiative to develop predictive model that forecasts incremental brand value of new innovations.

Skills

Computer
Proficient: Python, R, SQL, LaTeX, Web Scraping
Basic: Java, Julia

Language
English: Native
Mandarin: Proficient
French: Proficient

Coursework

Fall 2021	Microeconomics I Empirical Methods in Business: Part B (Advanced Econometrics) Doctoral 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	Strategic Management of Innovation & Technology Seminar in Strategy Independent Study in Strategy: Creativity

Honors & Awards

Dec. 2022	WISE 2022 Best Student Paper Finalist
May 2019	Tepper School of Business merit-based scholarship
Feb. 2019	Nielsen BASES Client Service Superstar Award
Nov. 2014	2nd place, Olin Foundations of Business Product Design Competition
May 2014	Olin Business School merit-based scholarship
May 2014	Xerox Award for Innovation & Information Technology
June 2013	1st place in nation, Database Design & Applications at FBLA National Leadership Conference

Activities

Dance Instructor for CMU KPDC - Carnegie Mellon University
Dancer for KASA Dance - Carnegie Mellon University
Dancer for Dancers' Symposium – Carnegie Mellon University
Executive board member, videographer, dance instructor for PL4Y Dance - Washington University in St. Louis