

# Jiding Zhang

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## ACADEMIC POSITIONS

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**New York University Shanghai**

Assistant Professor

2021 –

## EDUCATION

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**The Wharton School, University of Pennsylvania**

2015 – 2021

Ph.D., Operations, Information and Decisions

**Shanghai Jiao Tong University**

2011 – 2015

B.A. in Economics (Honors Program)

**The University of Texas at Austin**

Fall 2013

Exchange Undergraduate Student

## RESEARCH INTERESTS

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Application: Digital Platforms, FinTech, Business and Social Influence

Methodology: Applied Data Science (Causal Inference, Machine Learning, Structural Estimation)

## PUBLICATIONS

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1. **J. Zhang**, S. Savin and S. Veeraraghavan. Revenue Management in Crowdfunding.  
Forthcoming at *Manufacturing & Service Operations Management*.

## WORKING PAPERS

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1. A. Singh, **J. Zhang**, and S. Veeraraghavan. Fulfillment by Platform: Antitrust and Upstream Market Power.  
Under Revision at *Management Science*.
  - Preliminary version accepted to the Workshop of Information Systems and Economics (WISE) 2018
  - Accepted to the 22nd ACM Conference on Economics and Computation (EC'21)
2. **J. Zhang**, K. Moon and S. Veeraraghavan. Does Fake News Create Echo Chambers?  
Under Review at *Management Science*.
  - Finalist, 2022 INFORMS Service Science Best Cluster Paper Award
  - Media Coverage: Who Is Falling for Fake News?, *Knowledge at Wharton*, August 9, 2022
  - Accepted to the Workshop of Information Systems and Economics (WISE) 2022
3. C. Jin, B. Lou, L. Qiu and **J. Zhang**. Towards Understanding the Bitcoin Mining and Exchange Markets.\*  
Under submission at *Management Science*.
  - Accepted to the Conference on Information Systems and Technology (CIST) 2022
  - Accepted to the Workshop of Information Systems and Economics (WISE) 2022
4. E. Bakhitov, A. Singh, and **J. Zhang**. Deep Causal Inequalities: Demand Estimation in Differentiated Products Markets.\*

- Accepted (as an oral presentation) to the KDD 2021 Workshop: Machine Learning for Consumers and Markets
5. E. Belavina, K. Girotra, K. Moon, and **J. Zhang**. Matching in Labor Marketplaces: The Role of Experiential Learning.\*  
(formerly titled: “Matching in Online Marketplaces when Talent is Difficult to Discern”)  
Under submission at *Operations Research*.
    - Finalist, 2019 MSOM Student Paper Competition
    - Finalist, 2019 Jeff McGill Student Paper Award
    - Finalist, 2019 IBM Best Student Paper Award

## SELECTED WORK IN PROGRESS

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1. **J. Zhang**, S. A. Yang, X. Chen, and X. Cheng. Push or Pull? Value of Information on Trade Credit Platforms.
2. K. Moon, S. Veeraraghavan and **J. Zhang**. Controlling the Spread of Fake News on Online Platforms.\*

## HONORS AND AWARDS

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Finalist, Best Cluster Paper Award, INFORMS Service Science Section, 2022  
 Finalist, MSOM Student Paper Competition, INFORMS MSOM Society, 2019  
 Finalist, Jeff McGill Student Paper Award, INFORMS Revenue Management and Pricing Section, 2019  
 Finalist, IBM Best Student Paper Award, INFORMS Service Science Section, 2019  
 George James Travel Award, The Wharton School, 2016 – 2018  
 Wharton Doctoral Fellowship, The Wharton School, 2015 – 2019  
 Rank 1/171 in class, College of Economics & Management, Shanghai Jiao Tong University, 2015

## MEDIA COVERAGE

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Who Is Falling for Fake News?, *Knowledge at Wharton*, August 9, 2022

## TEACHING EXPERIENCE

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Instructor, New York University Shanghai

- Statistics for Business and Economics (undergraduate core): evaluation: **4.8/5.0** 2021 – 2023

Instructor, The Wharton School

- Wharton Math Camp (PhD) Summer 2019

Teaching Assistant, The Wharton School

- Operations Strategy (MBA elective) 2019
- Introduction to Operations & Information Management (undergraduate core) 2016 – 2018
- Operations Strategy (EMBA elective) 2018
- Operations and Supply Chain Management (EMBA core) 2016 – 2017

## INVITED SEMINARS

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National University of Singapore	March 2022
Toronto Rotman School of Management	January 2020
NYU Stern School of Business	January 2020
London Business School	January 2020
The Wharton School	November 2019

\* authors listed alphabetically

## CONFERENCE PRESENTATIONS

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### Revenue Management in Crowdfunding

- POMS 2021 Conference, Virtual April 2021
- INFORMS 2018 Annual Meeting, Phoenix, AZ October 2018
- MSOM 2018, Dallas, TX July 2018
- INFORMS 2017 Annual Meeting, Houston, TX October 2017
- MSOM 2017, Chapel Hill, NC<sup>†</sup> June 2017
- INFORMS 2016 Annual Meeting, Nashville, TN November 2016

### Matching in Labor Marketplaces: The Role of Experiential Learning

- MSOM 2021, Virtual June 2021
- INFORMS 2020 Annual Meeting, Virtual<sup>†</sup> October 2020
- INFORMS 2019 Annual Meeting, Seattle, WA October 2019
- Cornell ORIE Young Researchers Workshop, Ithaca, NY October 2019
- Workshop on Empirical Research in Operations Management, Philadelphia, PA September 2019
- MSOM 2019, Singapore July 2019
- Fifth Marketplace Innovation Workshop, Stanford, CA<sup>†</sup> June 2019
- POMS 2019 Conference, Washington DC May 2019
- INFORMS 2018 Annual Meeting, Phoenix, AZ October 2018
- MSOM 2018, Dallas, TX<sup>†</sup> July 2018
- 2018 Revenue Management and Pricing Section Conference, Toronto, ON June 2018
- INFORMS 2017 Annual Meeting, Houston, TX<sup>†</sup> October 2017
- MSOM 2017, Chapel Hill, NC<sup>†</sup> June 2017

### Fulfillment by Platform: Antitrust and Upstream Market Power

- MSOM 2022, Munich, Germany<sup>†</sup> June 2022
- INFORMS 2021 Annual Meeting, Virtual<sup>†</sup> October 2021
- MSOM 2021, Virtual<sup>†</sup> June 2021
- POMS 2021 Conference, Virtual<sup>†</sup> April 2021
- INFORMS 2020 Annual Meeting, Virtual<sup>†</sup> October 2020
- INFORMS 2019 Annual Meeting, Seattle, WA<sup>†</sup> October 2019
- WISE 2018, San Francisco, CA December 2018

### Does Fake News Create Echo Chambers?

- Seventh Marketplace Innovation Workshop, Virtual May 2022
- INFORMS 2021 Annual Meeting, Virtual October 2021
- 2021 Revenue Management and Pricing Section Conference, Virtual June 2021
- MSOM 2021, Virtual June 2021
- POMS 2021 Conference, Virtual April 2021
- INFORMS 2020 Annual Meeting, Virtual October 2020
- INFORMS 2019 Annual Meeting, Seattle, WA October 2019
- POMS 2019 Conference, Washington DC May 2019

### Towards Understanding the Bitcoin Mining and Exchange Markets

- CIST 2022, Indianapolis, IN October 2022
- EC'21 Workshop: Operations of People-Centric Systems, Virtual<sup>†</sup> July 2021
- MSOM iFORM SIG Meeting 2021, Virtual<sup>†</sup> June 2021

### Deep Causal Inequalities: Demand Estimation in Differentiated Products Markets

<sup>†</sup> presented by coauthor

- KDD 2021 Workshop: Machine Learning for Consumers and Markets, Virtual<sup>†</sup> August 2021

Push or Pull? Value of Information on Trade Credit Platforms

- INFORMS 2022 Annual Meeting, Indianapolis, IN October 2022
- POMS 2022 Conference, Virtual April 2022

## SERVICE

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Journal Referee: *Management Science, Information Systems Research, Manufacturing & Service Operations Management, Production and Operations Management, Naval Research Logistics, Operations Research Letters*

Session Chair: INFORMS 2022 Annual Meeting (2 sessions)

Conference Reviewer: Conference on Information Systems and Technology (CIST), International Conference on Information Systems (ICIS), MSOM SIG, Wharton Innovation Doctoral Symposium

## STUDENT ADVISING

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New York University Shanghai, Dean's Undergraduate Research Fund Program Advising:

- Qitong Men and Xintong Xie: Research on the Single-set Meal Market in China 2021
- Lawrence Lim and Weichen Liu: Cryptocurrencies and Stock Markets 2022
- Ruiqi Ge and Jiaqi Liu: Spillover Effects of Virtual Tours on Tourism 2022

## SKILLS

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Programming/Software: Python, R, Matlab, Julia, Stata, Mathematica, L<sup>A</sup>T<sub>E</sub>X

## REFERENCES

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Available upon request.