

## ACADEMIC POSITIONS

- 2022 - Now Assistant Professor, Bocconi University
- 2021 - 2022 Assistant Professor, McGill University

## EDUCATION

- 2021 Ph.D. in Information Systems, Boston University
- 2015 M.A. in Economics, Indiana University
- 2013 B.A. in Economics, Peking University
- 2011 B.S. in Computer Science, Beijing Language and Culture University

## RESEARCH

### PUBLICATIONS

Kai Zhu, Dylan Walker, and Lev Muchnik (2020) "Content Growth and Attention Contagion in Information Networks: Addressing Information Poverty on Wikipedia" *Information Systems Research*, 31(2): 491-509.

- Winner of Wikimedia Foundation Research Award of the Year 2021

Masha Krupenkin, Kai Zhu, Dylan Walker, David Rothschild (2022) "If a Tree Falls in the Forest: Presidential Press Conferences and Early Media Narratives about the COVID-19 Crisis." *Journal of Quantitative Description: Digital Media*, 2.

Kai Zhu, Warut Khern-Am-Nual, Yinan Yu (2024) "Negative Peer Feedback and User Content Generation: Evidence from a Restaurant Review Platform." *Production and Operation Management*.

- Nominated for Best Emergent Research Forum Paper at AMCIS 2021

### WORKING PAPER

Giveaway for a Price: Understanding the Supply and Demand Responses to Platform Monetization

- with Qiaoni Shi and Shrabastee Banerjee

- Nominated for Best Paper Award at HICSS 2023
- Revise and Resubmit at *Management Science*

The Promise and Pitfalls of AI Technology in Bridging Digital Language Divide: Insights from Machine Translation on Wikipedia

- with *Dylan Walker*
- Recipient of Wikimedia Research & Technology Fund
- Revise and Resubmit at *Management Science*

## WORK IN PROGRESS

Jumping the Great Firewall: Understanding Citizen Resilience to Internet Censorship in China

- with *Chenshuo Sun*

Does Shooting Incidences Increase Gun Sales? Evidence from Exposure to Gun Violence through Social Network

- with *Jessica Kim*

## PROJECTS WAITING FOR REBOOT

How Media Ownership Impacts Information Skews: A Study of Televised News Using Massive-Scale Text Transcripts

- with *Dylan Walker*

A Warped Mirror: Skewed Coverage of Gun Violence in TV News

- with *Dylan Walker*

## Early Publications on Symbolic Approach to Artificial Intelligence

Attribute Reduction Approaches for General Relation Decision Systems (2015), Guilong Liu, Ling Li, Jitao Yang, Yanbin Feng, Kai Zhu, *Pattern Recognition Letters* 65, 81-87

The Relationship among Three Types of Rough Approximation Pairs (2014), Guilong Liu, Kai Zhu, *Knowledge-Based Systems* 60, 28-34

## Award and Grant

### Award

Wikimedia Foundation Research Award of the Year 2021

### Grant

Italy Ministry of University and Research Fund (PRIN) (2023-2025)

- Role: Principal Investigator; Amount: Euro €227,708

Canada SSHRC Insight Grant (2022-2025)

- Role: Principal Investigator; Amount: CAD \$79,749

Wikimedia Research & Technology Fund (2022-2023)

- Role: Principal Investigator; Amount: USD \$45,840

## PRESENTATION

Machine Translation on Wikipedia: Promise and Pitfalls of AI Technology in Bridging the Digital Language Divide

- Wiki Workshop 2022
- McGill University Annual Research Event 2022
- Statistical Challenges in E-commerce Research 2022
- Wikimedia Foundation Language Team 2022
- Workshop on Information Technologies and Systems 2022
- Statistical Challenges in E-commerce Research 2023
- Wikimania 2023
- Workshop on Information Systems and Economics 2023
- Digital Economy Workshop 2024
- Munich Summer Institute 2024
- Bocconi Marketing Department Research Camp 2024
- Mapping and Governing the Online World 2024
- Wikimedia Research Showcase 2024
- INFORMS Annual Meeting 2024

Unintended Consequences of Platform Monetization on Digital Cultural Markets: Evidence from a Natural Experiment on Goodreads

- Conference of Digital on Experimentation 2021\*
- Bocconi University 2022
- Singapore Management University 2022\*
- Indian Institute of Management 2022\*
- European Marketing Academy Annual Conference 2022\*
- Conference for Customer Journey in a Digital World 2022\*
- Statistical Challenges in E-commerce Research 2022
- Workshop on Information Systems and Economics 2022\*
- Hawaii International Conference on System Sciences 2023
- London Business School 2023\*
- University College London 2023\*
- Imperial College London 2023\*
- Workshop on Platform Analytics 2024\*

Content Growth and Attention Contagion in Information Networks: Addressing Information Poverty on Wikipedia

- World Wide Web Conference 2017
- Conference on Digital Experimentation 2017
- Workshop of Information System and Economics 2017
- Statistical Challenge of e-Commerce Research 2018
- Harvard Business School 2018
- Workshop on Experimental and Behavioral Economics in Information Systems 2019
- Wiki Workshop 2020
- Microsoft Research NYC 2020
- McGill University 2020
- Wikimedia Research Showcase 2021

Negative Peer Feedback and User Content Generation: Evidence from a Restaurant Review Platform

- American Conference on Information Systems 2021
- Statistical Challenge of e-Commerce Research 2021
- Conference for Information Systems and Technologies 2021\*

If a Tree Falls in the Forest: COVID-19, Media Choices, and Presidential Agenda Setting

- International AAAI Conference on Web and Social Media 2020\*
- Politics and Computational Social Science (PaCSS) Conference 2020\*
- Boston University - Institute for Health System Innovation and Policy 2020

How Media Ownership Impacts Information Skews: A Study of Televised News Using Massive-Scale Text Transcripts

- Politics and Computational Social Science 2018
- Statistical Challenge of e-Commerce Research 2019
- Workshop on Information Systems and Economics 2019
- Boston University 2020
- Microsoft Research NYC 2020

\* : presented by a coauthor

## TEACHING

Large Language Models in Management Research

- *Spring 2024*

Computational Applications in Marketing

- *Fall 2022, Fall 2023*

Data Mining for Business Analytics

- *Spring 2021, Spring 2022, Spring 2023, Spring 2024*

Neural Network and Deep Learning

- *Spring 2022*

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## SERVICE

### Reviewer

- Management Science
- MIS Quarterly
- Information Systems Research
- Production and Operations Management
- Journal of the Academy of Marketing Science

### Program Committee

- Workshop on Platform Analytics 2024
- Workshop on Information Technology and System 2023/2024
- Wikimeida Research Fund 2023
- Conference for Information System and Technology 2021

### Associate Editor

- International Conference on Information Systems 2023/2024
- Pacific Asia Conference on Information Systems 2024