Xinyi Zhang

National University of Singapore
Department of Information Systems and Analytics
School of Computing
15 Computing Drive, Singapore 117418

Phone: (65)-8302 6715
E-mail: xinyizhang@u.nus.edu
Website: sites.google.com/view/zhangxinyi

EDUCATION

National University of Singapore, School of Computing — Singapore
Ph.D. Candidate in Information Systems and Analytics — June 2026 (Expected)
Advisor: Professor Khim-Yong Goh

The University of Hong Kong, School of Business and Economics — Hong Kong, China
Master of Science in Business Analytics — 2019-2020

South China University of Technology, School of Management — Guangzhou, China
Bachelor of Financial Management (Top 1/60) — 2015-2019
Advisor: Professor Chunmian Ge

RESEARCH INTERESTS

Topics: AI in E-commerce, Societal and Business Impacts of Digital Platforms

Methodologies: Econometrics, Randomized Field Experiments, Natural Language Processing

WORKING PAPERS

1. **Xinyi Zhang**, Chenshuo Sun, Renyu Zhang, and Khim-Yong Goh, "The Value of AI-Generated Video Metadata on Video Viewership: Evidence from a Large-Scale Field Experiment"

   - **Job market paper**; Manuscript available; Invited to resubmit to Management Science
   - Media Coverage: CUHK China Business Knowledge

2. **Xinyi Zhang**, Khim-Yong Goh, Chenshuo Sun, and Renyu Zhang, "The Effect of Gender-Aware Curation Algorithms on User Engagement in User-Generated Content Platforms"

   - Manuscript available; Under review at Management Science

3. **Xinyi Zhang**, Khim-Yong Goh, and Chenshuo Sun, "The Effect of Platform-Developed AI Price Recommendations Adoption on E-Commerce Platform Sales Revenue Distribution"

   - ICIS 2023 **Best Paper Award (Short Paper) Nominee**
   - Manuscript available; Under review at Information System Research

4. **Xinyi Zhang**, Khim-Yong Goh, and Chenshuo Sun, "Economics of AI Pricing Agents on Online Retail Platforms: An Agency Theory Perspective"

   - Manuscript available; To submit soon to MIS Quarterly

WORK IN PROGRESS

1. **Xinyi Zhang**, Jiarui Wu, and Khim-Yong Goh, "The Impact of Content Coherence on Content Consumption: Evidence from a Field Experiment"

   - Data collection completed; research question defined and under analysis

PRESENTATIONS

1. The Effect of Gender-Aware Curation Algorithms on User Engagement in User-Generated Content Platforms

- Workshop on Information Systems and Economics (WISE), Nashville, TN, 2025 (scheduled)
- Conference on Information Systems and Technology (CIST), Atlanta, Georgia, 2025
- NUS Brownbag, Singapore, 2025

2. The Impact of AI-Generated Video Metadata on Video Viewership: Evidence from a Large-Scale Field Experiment
   - 17th International Conference of the Chinese Scholars Association for Management Science and Engineering (CSAMSE), Sichuan, China, 2025*
   - Informs International Meeting, Singapore, 2025
   - WLSA AI Symposium, Shanghai, China, 2025*
   - China Summer Workshop on Information Management (CSWIM), Xi'an, China, 2025
   - Invited Talk at the Hong Kong University of Science and Technology, Hong Kong, 2025*
   - NUS-NTU-SMU Summer Workshop, Singapore, 2025
   - MSOM Technology, Innovation and Entrepreneurship SIG Conference, London, UK, 2025*
   - 8th INFORMS Workshop on Data Science, Seattle, Washington, 2024
   - Conference on Information Systems and Technology (CIST), Seattle, Washington, 2024

3. The Effect of Platform-Developed AI Price Recommendations Adoption on E-Commerce Platform Sales Revenue Distribution
   - NUS Summer Workshop, Singapore, 2024
   - International Conference on Information Systems (ICIS), Hyderabad, India, 2023, **Best Paper Award (Short Paper) Nominee**
   - Conference on Information Systems and Technology (CIST), Phoenix, Arizona, 2023
   - NUS Brownbag, Singapore, 2023

4. Economics of AI Pricing Agents on Online Retail Platforms: An Agency Theory Perspective
   - AI and Economics Workshop, Hangzhou, China, 2023*
   - NUS Summer Workshop, Singapore, 2023
   - Workshop on Information Systems and Economics (WISE), Copenhagen, Denmark, 2022
   - NUS Brownbag, Singapore, 2022

* denotes presentation by coauthor

TEACHING INTERESTS

1. **Business Analytics and Digital Platforms**: Econometrics for Business Analytics, AI in Business, Platform Economy, Digital Marketing Theories and Practices
2. **Technical Skills and Data Science**: Database Systems, Business Programming (Python), Business Analytics, Data Visualization, Applied Machine Learning
3. **Information Systems Core**: Introduction to Information Systems, Technology and Innovation Management, Digital Transformation and Strategy

TEACHING EXPERIENCE

1. **Tutorial Instructor**
   - BT2102 Data Management and Visualization   2024
   - Official Rating: **4.3/5** (Department Average: 4.1, Faculty Average: 4.2)
   - Main topics: relational data modeling, schema design, SQL query, data visualization, data

storytelling

- Responsibility: teach six tutorials for each of two class groups (30 and 22 students), grade three assignments, facilitate group activities, evaluate presentations, provide Q&A support

2. **Teaching Assistant**

- IS6004 Econometrics for IS Research   2021
- IS3107 Data Engineering   2023
- BT2101 Decision Making Methods and Tools   2020
- BT4222 Mining Web Data for Business Insights   2021,2022

AWARDS AND HONORS

1. CIST Doctoral Consortium (Accepted; Department Sole Nomination)   2024
2. ICIS Doctoral Consortium (Department Sole Nomination)   2024
3. Research Achievement Award (School of Computing, NUS)   2024
4. ICIS Best Paper (Short Paper) Award Nominee   2023
5. Excellent Undergraduate Dissertation (Accepted; Department Sole Nomination), South China University of Technology   2019
6. National Scholarship (Top 0.2%, 8,000 RMB, Ministry of Education of China)   2017
7. Second Prize Scholarships (Top 10%, South China University of Technology)   2016
8. First Prize Winner, 2016 China Enterprises Operation Simulation Contest   2016

INTERNSHIPS

Economist Team, Kuaishou, China   2023-Present
Research Intern

Seller Algorithm Team, Lazada, Alibaba Group, Singapore   2021-2022
Research Intern

Guangzheng Hengsheng, GF Securities, Guangzhou, China   2018-2019
Industry Analyst Intern

Audit Team, Deloitte, Guangzhou, China   2017
Audit Analyst Intern

ACADEMIC SERVICE

Journal Reviewer (Ad-hoc): Electronic Commerce Research, Production and Operations Management Society (POMS)

Conference Reviewer (Ad-hoc): ICIS, HICSS, PACIS, INFORMS Workshop on Data Science

PH.D. COURSEWORK

1. **Information Systems**

- Qualitative Methods for IS Research   Shiying Lim
- Quantitative Methods for IS Research   Chuanhoo Tan
- Contemporary Theories for IS Research   Jungpil Hahn

2. **Marketing and Economics**

- Econometrics for IS Research   Nan Chen
- Applied Econometrics   Wenlan Qian
- Econometric Models in Marketing   Junhong Chu

- Policy Impact Evaluation Methods   Nina Guyon

3. **Machine Learning**
   - Neural Network and Deep Learning   Yingjie (Angela) Yao
   - Topics in Machine Learning and Optimization   Vaibhav Rajan
   - Advanced Topics in Human-Computer Interaction   Shengdong (Shen) Zhao

SKILLS

Analytics: Stata, R, SPSS, Tableau, Gephi

Programming: Python, LATEX

Databases: MySQL, MongoDB

Language: English (Fluent), Chinese (Mandarin, Hakka - Native, Cantonese - Conversational)

REFERENCES

Khim-Yong Goh (Chair)

Professor

Head, Department of Information Systems and Analytics

School of Computing

National University of Singapore

Phone: (65) 65162832

Email: gohky@comp.nus.edu.sg

Renyu (Philip) Zhang

Associate Professor

Department of Decisions, Operations, and Technology

CUHK Business School

The Chinese University of Hong Kong

Phone: (852) 39437763

Email: philipzhang@cuhk.edu.hk

Chenshuo Sun

Associate Professor

Department of Marketing

Renmin Business School

Renmin University of China

Phone: (86) 13910490931

Email: csun@stern.nyu.edu

Nan Chen

Assistant Professor

Department of Information Systems and Analytics

School of Computing

National University of Singapore

Phone: (65) 66017524

Email: chenn@comp.nus.edu.sg