

## ZAIYAN WEI

Krannert School of Management, Purdue University  
Jerry S. Rawls Hall, Room 4028  
100 Grant St.  
West Lafayette, IN 47907

Email: [zaiyan@purdue.edu](mailto:zaiyan@purdue.edu)

Phone: +1 (765) 494-5958

Homepage: <https://zaiyanw.github.io/>

### CURRENT POSITION

Assistant Professor, Krannert School of Management, Purdue University      Aug. 2015 – Current

### OTHER POSITIONS

Purdue University:

Faculty Affiliate, Dean V. White Real Estate Finance Program      2022 – Current

Faculty Affiliate, Purdue FinTech Center      2022 – Current

Faculty Affiliate, Krenicki Center for Business Analytics and Machine Learning      2017 – Current

PBC School of Finance, Tsinghua University:

Academic Committee Member, Xinyuan FinTech Center      2018 – Current

The University of Arizona:

Research Associate, Department of MIS      2014 – 2015

### EDUCATION

The University of Arizona, Ph.D. in Economics      May 2015

Shanghai University of Finance and Economics, M.A. in Economics      July 2009

Shanghai Jiao Tong University, B.A. in Economics      July 2007

### RESEARCH INTERESTS

Economics of Information Systems, FinTech, Platform Economics, Social Media and Networks

## PUBLICATIONS

1. Chen W, Wei Z, Xie K (2022a) Regulating professional players in peer-to-peer markets: Evidence from Airbnb. *Management Science*, forthcoming.
2. Chen W, Wei Z, Xie K (2022b) The battle for homes: How does home sharing disrupt local residential markets? *Management Science*, forthcoming.
3. Lin M, Sias R, Wei Z (2022) Experts vs. non-experts in online crowdfunding markets. *MIS Quarterly*, forthcoming.
4. Lu K, Wei Z, Chan TY (2022) Information asymmetry among investors and strategic bidding in peer-to-peer lending. *Information Systems Research* 33(3): 824-845.
5. Alyakoob M, Rahman M, Wei Z (2021) Where you live matters: Local bank competition, online marketplace lending, and disparity in borrower benefits. *Information Systems Research* 32(4): 1390-1411.
6. Wei Z, Xiao M, Rong R (2021) Network size and content generation on social media platforms. *Production and Operations Management* 30(5): 1406-1426.
7. Liu X, Wei Z, Xiao M (2020) Platform mispricing and lender learning in peer-to-peer lending. *Review of Industrial Organization* 56(2): 281-314.
8. Wang Y, Goes P, Wei Z, Zeng D (2019) Production of online word-of-mouth: Peer effects and the moderation of user characteristics. *Production and Operations Management* 28(7): 1621-1640.
9. Wei Z, Lin M (2017) Market mechanisms in online peer-to-peer lending. *Management Science* 63(12): 4236-4257.

## WORKING PAPERS

Under Review:

- Yu Y, Khern-am-nuai W, Pinsonneault A, Wei Z (2022) Social interactions and peer evaluation on online review platforms: An empirical analysis.
- Yu Y, Yin D, Khern-am-nuai W, Pinsonneault A, Wei Z (2022) Helpful or unhelpful: The role of voter heuristics in review helpfulness.
- Zhang X, Wei Z, Du Q, Zhang Z (2022) Social media moderation and content generation: Evidence from user bans.

In Preparation for Submission:

- Liang S, Law R, Wei Z, Ye Q (2022a) The effect of reputation on guest satisfaction: From the perspective of two-sided reviews on Airbnb.
- Liang S, Law R, Wei Z, Ye Q (2022b) The effect of reputation on consumer satisfaction in sharing economy: Evidence from Airbnb.
- Wang H, Chen W, Wei Z, Xie K (2022) Should digital platforms share data with governments? Evidence from Airbnb.

- Holden CW, Lin M, Lu K, Schneemeier J, Wei Z, Yang J (2020) The effect of secondary market existence on primary market liquidity: Theory and evidence from a natural experiment in peer-to-peer lending.

Other working papers:

- “Smart money”: Institutional investors in online crowdfunding, with M. Lin and R. Sias.
- Dockless bike sharing: Convenience or congestion? Evidence on air quality and housing prices, with Y. Deng and K. Kannan.

## AWARDS, GRANTS, AND FELLOWSHIPS

Research Awards:

INFORMS Information Systems Society Sandy Slaughter Early Career Award	Oct. 2022
Runner-Up for the Best Paper Award, CIST	Oct. 2022
Krannert Faculty Fellow Award	Apr. 2022
<i>Management Science</i> Meritorious Service Award	Sep. 2020
Best Paper Runner-Up, 12th CSWIM	Jun. 2018
Best Paper Award, 11th CSWIM	Jun. 2017
Nominee for the Best Reviewer Award, 11th CSWIM	Jun. 2017
Nominee for the Best Paper Award, CIST	Nov. 2015

Teaching Awards:

Distinguished Instructor of Undergraduate Core Courses	2016, 2018, 2019, 2022
Distinguished Weekend Master’s Program Teacher	2021
Distinguished Residential Master’s Program Teacher	2019, 2020, 2021
Distinguished Teacher of Ph.D. Courses	2016

Grants and Fellowships:

Krannert STAR Supplement Grant	2022
Marketing Science Institute (MSI) Grant	2019
Purdue Research Foundation (PRF) Grant	2017
Departmental Travel Grant, The University of Arizona	2014, 2015
Green, William I Fellowship, The University of Arizona	2014

## ACADEMIC PRESENTATIONS

Seminars and Invited Talks:

- University of Florida, Warrington College of Business TBD, 2022 – 2023
- The University of Wisconsin-Madison, Wisconsin School of Business TBD, 2022 – 2023

- The University of Texas at Dallas, Naveen Jindal School of Business Sep., 2022  
“Regulating professional players in peer-to-peer markets: Evidence from Airbnb”
- Purdue University, Krannert School of Management, SCOM Area Jan. 2022  
“The battle for homes: How does home sharing disrupt local residential markets?”
- University of Washington, Foster School of Business Apr. 2021  
“Regulating professional players in peer-to-peer markets: Evidence from Airbnb.”
- University of Minnesota, Twin Cities, Carlson School of Management Nov. 2020  
“Regulating professional players in peer-to-peer markets: Evidence from Airbnb.”
- Boston University, Questrom School of Business Feb. 2020  
“The effect of secondary market existence on primary market liquidity: Theory and evidence from a natural experiment in peer-to-peer lending.”
- Carnegie Mellon University, Tepper School of Business Sep. 2019  
“Regulating professional players in peer-to-peer markets: Evidence from Airbnb.”
- University of Minnesota, Twin Cities, Carlson School of Management Oct. 2018  
“The survival of noise traders: Evidence from peer-to-peer lending.”
- University of Rochester, Simon Business School Feb. 2018  
“Smart money’: Institutional investors in online crowdfunding”
- University of Cincinnati, Lindner College of Business Oct. 2017  
“Smart money’: Institutional investors in online crowdfunding”
- Tsinghua University, PBC School of Finance Jun. 2017  
“Peer-to-peer lending”
- University of Louisville, Department of Economics Oct. 2016  
“Market mechanisms in online peer-to-peer lending.”
- The University of Arizona, Eller College of Management, Department of MIS Oct. 2013  
“Market mechanisms in online peer-to-peer lending.”

#### Conference Presentations:

- |      |   |
|------|---|
| 2022 | CIST, Indianapolis, IN; 18th Symposium on Statistical Challenges in Electronic Commerce Research (SCECR), Madrid, Spain   |
| 2021 | The Consortium Friday Seminar Series (Indiana University, virtual); INFORMS Annual Meeting (virtual)  |
| 2020 | 3rd Toronto FinTech Conference, Toronto, Canada (virtual)   |
| 2019 | Big 10+ MIS & Analytics Research Conference, West Lafayette, IN; POMS Annual Conference, Washington, DC; Platform Strategy Research Symposium, Boston, MA; AMA Summer Academic Conference (AMA Summer), Chicago, IL |
| 2018 | INFORMS Annual Meeting, Phoenix, AZ; CSWIM, Qingdao, China  |
| 2017 | CIST, Houston, TX; AEA/ASSA Annual Conference, Chicago, IL; International   |

- Industrial Organization Conference (IIOC), Boston, MA; CSWIM, Nanjing, China; INFORMS Marketing Science Conference, Los Angeles, CA; FMA Annual Meeting, Boston, MA; SFS Cavalcade Asia-Pacific, Beijing, China (Discussant)
- 2016 CIST, Nashville, TN; AEA/ASSA Annual Conference, San Francisco, CA; INFORMS Annual Meeting, Nashville, TN; IIOC, Philadelphia, PA; 7th Annual Conference on Internet Commerce and Innovation, Chicago, IL; Platform Strategy Research Symposium, Boston, MA; 14th Open and User Innovation Conference, Cambridge, MA
- 2015 CIST, Philadelphia, PA; IIOC, Boston, MA; 6th Annual Conference on Internet Commerce and Innovation, Chicago, IL; Platform Strategy Symposium, Boston, MA
- ≤ 2014 CIST; IIOC; Workshop on Information Systems and Economics (WISE); Academic Symposium on Crowdfunding, Berkeley, CA

## TEACHING

Purdue University:

- |   |                                     |
|---|-------------------------------------|
| MGMT 38200 (Undergrad online): Management Information Systems (MIS) | Summer 2022                         |
| MGMT 58800 (Masters’): VBA Programming                              | Spring 2017 – 2021, Summer 2022     |
| MGMT 38200 (Undergrad core): MIS                                    | Fall 2015, Spring 2017 – 2020, 2022 |
| MGMT 69000 (Ph.D.): Empirical Methods (Causal Inference)            | Fall 2015, 2017, Spring 2020, 2022  |
| MGMT 58800W (Weekend MBA): Business Insights with Spreadsheets      | Spring 2018 – 2021                  |

University of Arizona:

- |  |                               |
|--|-------------------------------|
| MIS 611A (Ph.D.): Design Science (Guest lectures on game theory) | Spring 2014, 2015             |
| ECON 361 (Undergrad core): Intermediate Microeconomics           | Summer 2013                   |
| TA: Ph.D. Econometrics/Probability and Statistics                | Fall 2010 – 2012, Spring 2011 |
| TA: Industrial Organization                                      | Spring 2011                   |

## MEMBER OF COMMITTEE FOR DOCTORAL STUDENTS

As Chair or Co-Chair:

- Sung Joo Kim, Purdue (in progress, co-chair with Wreeto Kar)

As Committee Member:

- Sameer Borwankar, Purdue (in progress)
- Jianing Ding, Purdue (in progress)
- Xiaohui Zhang, Arizona State University (in progress)
- Yipu Deng, Ph.D., Purdue, 2021 (Initial placement: The University of Hong Kong)
- Vandith Pamuru, Ph.D., Purdue, 2020 (Initial placement: Indian School of Business)

Visiting Doctoral Students:

- Sai Liang, Ph.D., Harbin Institute of Technology, 2018 (Initial placement: Nankai University)

## **EDITORIAL SERVICE**

Selected Journal Reviews:

*Decision Sciences*  
*European Journal of Operational Research*  
*Information Systems Research*  
*Journal of the Association for Information Systems*  
*Journal of Corporate Finance*  
*Journal of Economic Behavior and Organization*  
*Journal of Economics and Management Strategy*  
*Journal of MIS*  
*Management Science*  
*MIS Quarterly*  
*Organization Science*  
*Production and Operations Management*  
*RAND Journal of Economics*

Others:

- Editorial board member:
  - 2023 International Conference on Information Systems (ICIS)
  - 2020 International Conference on Information Systems (ICIS)
  - 2017 European Conference on Information Systems (ECIS)
- Conference reviews: CIST; ICIS; WITS; CSWIM; PACIS; AMA Summer
- Grant proposal/Dissertation competition reviews:
  - Alden G. Clayton Doctoral Dissertation Competition (MSI)
  - Israel Science Foundation (ISF)

## **OTHER ACADEMIC SERVICES**

National and International:

- Co-chair for 2022 CIST, Indianapolis, IN
- Chair of the FinTech Cluster at 2022 INFORMS Annual Meeting, Indianapolis, IN
- Session Chairs: INFORMS Annual Meeting; POMS Annual Conference

Departmental:

- Faculty Recruiting Committee (Purdue) 2015 – 2016, 2017 – 2018, 2022 – 2023
- Post-Doctoral Fellows Competition Committee (Purdue) 2022 – 2023

- FinTech Committee (Purdue) 2021 – 2022
- MBA/Weekend MBA Committee (Purdue) 2019 – 2021
- Digital Footprint Committee (Purdue) 2018 – 2019
- Graduate Club Oversight Committee (Purdue) 2017 – 2018
- Ph.D. Admission Committee (Purdue) 2015 – 2018

Others:

- Advisory Board: CrowdReviews.com 2016 – Current
- New Faculty Mentor (Purdue) 2022

## **MEMBERSHIP**

Association for Information Systems (AIS)

Institute for Operations Research and Management Science (INFORMS)

Production and Operations Management Society (POMS)