

## ZAIYAN WEI

Krannert School of Management  
Purdue University  
Rawls Hall 4028  
100 S Grant Street  
West Lafayette, IN 47907

Phone: +1 (765) 494-5958  
Office: RAWL 4028  
Email: [zaiyan@purdue.edu](mailto:zaiyan@purdue.edu)  
Homepage: <https://zaiyanw.github.io/>

## ACADEMIC POSITIONS

Assistant Professor, Krannert School of Management, Purdue University, August 2015 –

## EDUCATION

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

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

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

## RESEARCH INTERESTS

Crowdfunding, Peer-to-peer markets, Social media and social networks, Online reviews, Online labor markets

## PEER-REVIEWED PUBLICATIONS

1. Wei, Zaiyan, and Mingfeng Lin (2016) Market Mechanisms in Online Peer-to-Peer Lending. *Management Science* (Forthcoming).

## WORKING PAPERS

2. Wei, Z., and M. Xiao (2017) For Whom to Tweet? Evidence from a Large-Scale Social Media Platform. R&R at *Marketing Science*.
3. Alyakoob, M., M. Rahman, and Z. Wei (2017) Where You Live Matters: The Impact of Local Financial Market Competition in Managing Online Peer-To-Peer Loans. (Under review)
4. Wang, Y., P. Goes, Z. Wei, and D. Zeng (2017) Production of Online Word-of-Mouth: Peer Effects and the Moderation of User Characteristics. (Under review)
5. Lin, M., R. Sias, and Z. Wei (2016) Institutional Investors in Online Crowdfunding.

## GRANTS, HONORS, & AWARDS

Purdue Research Foundation (PRF) Grant, Purdue University, 2016 – 2017

Best Paper Award at the 11th China Summer Workshop on Information Management (CSWIM), 2017

Nominee for the Best Reviewer Award at CSWIM, 2017

Nominee for the Best Paper Award at the INFORMS Conference on Information Systems and Technology (CIST), 2015

Distinguished Teacher of Undergraduate Core Courses, Purdue University, 2015

Distinguished Teacher of the Ph.D. Program, Purdue University, 2015

Green, William I Fellowship, Department of Economics, University of Arizona, 2014

## ACADEMIC PRESENTATIONS

2017 Tsinghua University (PBC School of Finance)

Annual Meeting of the Financial Management Association (FMA), Boston, MA, Oct 2017;  
China Summer Workshop on Information Management (CSWIM), Nanjing, China, Jun 2017;  
INFORMS Marketing Science Conference, Los Angeles, CA, Jun 2017;  
Workshop on Marketplace Innovation, Stanford, CA, Jun 2017 (Coauthor presented);  
Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO, May 2017 (Coauthor presented);  
POMS Annual Conference, Seattle, WA, May 2017 (Coauthor presented);  
IIOC, Boston, MA, Apr 2017;  
ASSA Annual Conference, Chicago, IL, Jan 2017.

2016 University of Louisville;

ICIS WISE, Dublin, Ireland, Dec 2016 (Coauthor presented);  
INFORMS Annual Meeting and CIST, Nashville, TN, Nov 2016;  
Open and User Innovation Conference, Boston, MA, Aug 2016;  
Conference on Internet Commerce and Innovation, Chicago, IL, Jun 2016;  
IIOC, Philadelphia, PA, Apr 2016;  
ASSA Annual Conference, San Francisco, CA, Jan 2016.

2015 INFORMS CIST, Philadelphia, PA, Nov 2015;

Academic Symposium on Crowdfunding, Berkeley, CA, Sep 2015 (Coauthor presented);  
Platform Strategy Research Symposium, Boston, MA, Jul 2015;  
IIOC, Boston, MA, Apr 2015.

≤ 2014 Purdue University;

University of Arizona;  
Academic Symposium on Crowdfunding, Berkeley, CA, Sep 2014;  
Conference on Internet Search and Innovation, Chicago, IL, Jun 2014;  
International Industrial Organization Conference (IIOC), Chicago, IL, Apr 2014;  
ICIS Workshop on Information Systems and Economics (WISE), Milan, Italy, Dec 2013;  
INFORMS Conference on Information Systems and Technology (CIST), Minneapolis, MN, Oct 2013.

## PEER REVIEW

Reviewer for *RAND Journal of Economics* (1), *Management Science* (3), *Information Systems Research* (9), *Journal of Economics and Management Strategy* (1), *Review of Financial Economics* (1), *Electronic Commerce Research and Applications* (1), *Entrepreneurship Research Journal* (1), *AIS Transactions on Replication Research* (1).

## PROFESSIONAL ACTIVITIES

Departmental service: Ph.D. Admission Committee (2015–16, 2016–17), Faculty Recruiting Committee (2015–16).

Program Committee: INFORMS CIST; ICIS WITS; PACIS; CSWIM.

Member: American Economic Association (AEA), Association for Information Systems (AIS), Institute for Operations Research and Management Science (INFORMS).

## TEACHING

### Purdue University

MGMT 59000: Spreadsheets and Macro Programming, Spring 2017

MGMT 38200: Introduction to MIS, Fall 2015, Spring 2017

MGMT 69000: Doctoral Topics in MIS, Fall 2015

### University of Arizona

MIS 611A: Design Science (Guest lectures on game theory and auction theory), Spring 2014, Spring 2015

ECON 361: Intermediate Microeconomics, Summer 2013

Teaching Assistant: Graduate econometrics/statistics (Fall 2010, Spring 2011, Fall 2011, Fall 2012), Industrial organization (Spring 2011), Macroeconomics (Fall 2013)

Last updated: June 2017