

Jinyang Zheng

Krannert School of Management, Purdue University

Krannert Building (KRAN), Room 411, West Lafayette, IN 47907

Tel: 765-496-6221, Email: zhengjy@purdue.edu, Web: www.krannert.purdue.edu/directory/bio.php?username=zheng221

Experience

Purdue University Krannert School of Management

West Lafayette, IN

Assistant Professor of Management (Management Information Systems Area)

2017-

Education

Michael G. Foster School of Business, University of Washington

Seattle, WA

Ph.D. in Business Administration (Information Systems)

2013-2017

Minor: Economics, Marketing, Research Methods (Econometrics)

Master of Science in Business Administration, Jun 2015

Fudan University, School of Management

Shanghai, China

Bachelor of Science (BS), Statistics

2009-2013

University of California, Santa Barbara, College of Letters & Science

Goleta, CA

UC Education Abroad Plan, Exchange Student in Statistics

2011-2012

Research Interests

Topics: Transportation Network, Emerging Online Two-sided Market, Mobile Commerce and Social Media

Methodologies: Economic Theories, Structural Econometrics Modeling, Machine Learning and Graphical Model

Working Papers

1. "Optimizing Two-sided Promotion for Transportation Network Companies: A Structural Model with Conditional Bayesian Learning", with Yong Tan, Fei Ren and Xi Chen, Working Paper Available.
 2. "Conform or Be Cast Out: Quantifying the Effect of Platform Endorsements and Consumer-generated Reputation on Demand in the Online Service Marketplace", with Yong Tan and Youwei Wang, Working Paper Available.
 3. "Does Help Help? An Empirical Investigation of Review-in-Review in User-Generated Content System", with Yong Tan and Guopeng Yin, Working Paper Available.
 4. "How Mega is the Mega? Measuring the Spillover Effect of WeChat by Machine Learning and Econometrics", with Yong Tan, Zhengling Qi and Yifan Dou, Working Paper Available.
 5. "Understanding the Value of Location: A Structural Matching Model of Transportation Network Companies", with Yong Tan and Fei Ren.
 6. "Estimate the Horizontal and Vertical Spillover Effects of Transportation Network Technology", with Yong Tan, Kyung Sun Rhee and Youwei Wang, Working Paper Available.
-

Awards and Honors

Best Paper Nominee, China Summer Workshop on Information Management

2016

The Foster School of Business Dean's Achievement Award

2016

Outstanding Research Award of ISOM Department

2016

Evert McCabe Endowed Fellowship in Private Enterprise

2016

Dorrit Bern Distinguished Leader Fellowship

2013-2016

Fudan University Graduate Scholarship (merit-based) for Academic Excellence	2013
Xiyuan Scholarship for Undergraduate Research Excellence	2012
Dean's Honor in University of California, Santa Barbara, College of Letters & Science	2012
Fudan Commonwealth Scholarship	2011
Fudan University Undergraduate Scholarship (merit-based) for Academic Excellence	2010-2011

Conference/Workshop Papers

1. “Uber Introduction and Spillover Effects on Transportation System: Empirical Study”, with Kyungsun Rhee, Yong Tan, and Youwei Wang, Conference of Information Systems and Technology (CIST), Houston, TX, Oct. 2017.
 2. “How Mega is the Mega? Measuring the Spillover Effect of WeChat by Machine Learning and Econometrics”, with Zhengling Qi, Yong Tan, and Yifan Dou, *2017 POMS Annual Conference*, Seattle, WA, May 2017.
 3. “Conform or To Be Cast Out: Quantifying the Effect of Platform Endorsement and Consumer Generated Reputation on Demand of Online Service Marketplace”, with Yong Tan and Youwei Wang, *International Conference on Information Systems (ICIS)*, Dublin, Ireland, Dec. 2016.
 4. “Who Drives in My Users? Evidence for App Usage Causal Network from Graphical Model Approach”, with Zhengling Qi, Yong Tan, and Yifan Dou, *Conference of Information Systems and Technology (CIST)*, Nashville, TN, Nov. 2016.
 5. “Conform or To Be Cast Out: Quantifying the Effect of Platform Endorsement and Consumer Generated Reputation on Demand of Online Service Marketplace”, with Yong Tan and Youwei Wang, *INFORMS Annual Meeting*, Nashville, TN, Nov. 2016.
 6. “Who Drives in My Users? Evidence for App Usage Causality Network from Graphical Model Approach”, with Yong Tan, Zhengling Qi and Yifan Dou, *INFORMS Annual Meeting*, Nashville, TN, Nov. 2016.
 7. “Conform or To Be Cast Out: Quantifying the Effect of Platform Endorsement and Consumer Generated Reputation on Demand of Online Service Marketplace”, with Yong Tan, Youwei Wang, *Digital Marketing Workshop in Fudan University*, Shanghai, China, Jul. 2016.
 8. “Conform or To Be Cast Out: Quantifying the Effect of Platform Endorsement and Consumer Generated Reputation on Demand of Online Service Marketplace”, with Yong Tan, Youwei Wang, *China Summer Workshop on Information Management (CSWIM)*, Dalian, China, Jun. 2016 (**Best Paper Nominee**).
 9. “Optimizing Two-sided Promotion for Transportation Network Companies: A Structural Model with Conditional Bayesian Learning”, with Yong Tan, Fei Ren and Xi Chen, *International Conference on Information Systems (ICIS)*, Fort Worth, TX, Dec. 2015.
 10. “Does Help Help? An Empirical Investigation of Review in Review in User Generated Content System”, with Yong Tan and Guopeng Yin, *INFORMS Annual Meeting*, Philadelphia, PA, Nov. 2015.
 11. “Optimizing Two-sided Promotion for Transportation Network Companies: A Structural Model with Conditional Bayesian Learning”, with Yong Tan, Fei Ren and Xi Chen, *Conference of Information Systems and Technology (CIST)*, Philadelphia, PA, Nov. 2015.
 12. “Optimizing Two-sided Promotion for Transportation Network Companies: A Structural Model with Conditional Bayesian Learning”, with Yong Tan, Fei Ren and Xi Chen, *China Summer Workshop on Information Management (CSWIM)*, Hefei, China, Jun. 2015
-

Invited Talk

1. “How Mega is the Mega? Measuring the Spillover Effect of WeChat by Machine Learning and Econometrics”, Research Seminar, HKUST Business School, HKUST, Hong Kong, Nov. 2016.

2. "How Mega is the Mega? Measuring the Spillover Effect of WeChat by Machine Learning and Econometrics", Information Systems and Operations Management Research Seminar, Foster School of Business, University of Washington, Seattle, WA, Dec, 2016.
3. "How Mega is the Mega? Measuring the Spillover Effect of WeChat by Machine Learning and Econometrics", MIS research workshop , Krannert School of Management, Purdue University, West Lafayette, IN, Jan, 2017.
4. "How Mega is the Mega? Measuring the Spillover Effect of WeChat by Machine Learning and Econometrics", Information Systems Research Seminar, Jindal School of Management, University of Texas at Dallas, Richardson, TX , Jan, 2017.
5. "How Mega is the Mega? Measuring the Spillover Effect of WeChat by Machine Learning and Econometrics", Information Systems and Operations Management Research Seminar, Warrington College of Business Administration, University of Florida, Gainesville, FL, Jan, 2017.
6. "How Mega is the Mega? Measuring the Spillover Effect of WeChat by Machine Learning and Econometrics", Research Seminar, Rady School of Management , University of California San Diego, San Diego, CA, Jan, 2017.
7. "How Mega is the Mega? Measuring the Spillover Effect of WeChat by Machine Learning and Econometrics", Research Seminar, Simon Business School, University of Rochester, Rochester, NY, Feb, 2017.
8. "How Mega is the Mega? Measuring the Spillover Effect of WeChat by Machine Learning and Econometrics", Information and Decision Sciences Research Seminar, Carlson School of Management, University of Minnesota, Minneapolis, MN, Feb, 2017

Teaching Experience

Class Instructor

"MGMT 544 Database Management Systems" (Undergraduate core course introducing database.) 2017-2018
Teaching load: 4 sessions per week for entire quarter; each session has capacity of 38 students for 75 min.

Lab Instructor

"IS 300 Introduction to Information Systems" (Undergraduate core course introducing Excel, Access, etc.) 2014-2015
Teaching load: 2 sessions per week for entire quarter; each session has capacity of 40 students for 1 hour.

Course evaluation: (4.5~4.8)/5.0

Guest Lecturer

"Doctoral Seminar in Empirical Methods in Information System" (Instructor: Yong Tan) 2015
Lecture on "Hidden Markov Model" and "Bayesian Learning Model"

Teaching Assistant

"IS 451 Data Mining for Business Intelligence" (Undergraduate advanced level course in IS) 2016
"IS 460 Systems Analysis and Design" (Undergraduate advanced level course in IS) 2016
"MSIS 502 Business Data Analysis" (Graduate level course in IS) 2015
"MSIS 521 Social Media Analytics and Digital Marketing" (Graduate level course in IS) 2014-2015

Services

Journal Reviewer for Management Science (2), Information Systems Research (3), Journal of Management Information Systems (1), Decision Support Systems (1)

Conference Reviewer for ICIS, CIST, WISE, WITS, CSWIM