

Jinyang Zheng

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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, User-generated Content, Online Two-sided Market, Mobile Commerce, and Social Media

Methodologies: Microeconometrics, Empirical IO, Causal Inference, and Unstructured data analysis

Awards and Honors

Best Student Paper Award Runner-up, Conference on Information Systems and Technology	2018
Best Student Paper Award Nominee, Conference on Information Systems and Technology	2017
Best Paper Award 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

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, (Under Review).
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, (Under Review).
3. "Does Help Help? An Empirical Investigation of Review-in-Review in User-Generated Content System", with Yong

- Tan and Guopeng Yin, (Under Review).
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, (Under Review).
 5. “Technology Restriction and Demand Shifts in Transportation Dynamics: An Empirical Study”, with Yong Tan, Kyung Sun Rhee and Youwei Wang, (Under Review).
 6. “From Automobile to Autonomous: Does Self-Driving Improve Traffic Condition?*”, with Yingjie Zhang and Yong Tan, (Research in Progress).
 7. “What Goes Around Comes Around: A Structural Matching Model of Peer-to-peer Lending”, with Yang Jiang and Yong Tan, (Ready for Submission).
 8. “More than the Quantity: Estimating the Value of Editorial Review for UGC Platform”, with Yipu Deng, Karthik Kannan and Warut Khern-am-nuai, (Drafting).
 9. “Generating Content Under the “Spotlight” of Friends: A Natural Experiment”, with Yue Jin, Jinhua Huang and Yong Tan, (Under Review).
 10. “Recommend Pick-Up Location: The Cure for Driver Retention in On-Demand Ride-Sharing Services?”, with Yong Tan, Kyung Sun Rhee and Fei Ren, (Drafting).
 11. “Estimate the Value of Destination Disclosure: A Dynamic Structural Model of Transportation Network”, with Weilong Wang, Karthik Kannan and Fei Ren, (Research in Progress).
 12. “A Hidden Markov Model of Reviewer Learning Dynamics in User-generated Content Platform”, with Zheng Fang, Karthik Kannan and Guopeng Yin, (Research in Progress).
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Conference/Workshop Papers

1. “What Goes Around Comes Around: A Structural Matching Model of Peer-to-peer Lending”, with Yang Jiang, Yong Tan and Xiangbin Yan, *International Conference on Information Systems (ICIS)*, San Francisco, CA, Dec. 2018.
2. “Generating Content Under the “Spotlight” of Friends: A Natural Experiment”, with Yue Jin, Jinhua Huang and Yong Tan, *Workshop on Information Technologies and Systems (WITS)*, Santa Clara, CA, Dec. 2018.
3. “Technology Restriction and Demand Shifts in Transportation Dynamics: Empirical Study”, with Kyungsun Rhee, Yong Tan and Youwei Wang, *Workshop on Information Technologies and Systems (WITS)*, Santa Clara, CA, Dec. 2018.
4. “More than the Quantity: Estimating the Value of Editorial Review for UGC Platform”, with Yipu Deng, Karthik Kannan, and Warut Khern-am-nuai, *INFORMS Annual Meeting*, Phoenix, AZ, Nov. 2018.
5. “What Goes Around Comes Around: A Structural Matching Model of Peer-to-peer Lending”, with Yang Jiang, Yong Tan and Xiangbin Yan, *INFORMS Annual Meeting*, Phoenix, AZ, Nov. 2018.
6. “More than the Quantity: Estimating the Value of Editorial Review for UGC Platform”, with Yipu Deng, Karthik Kannan, and Warut Khern-am-nuai, *Conference of Information Systems and Technology (CIST)*, Phoenix, AZ, Nov. 2018 (**Best Student Paper Runner-up**).
7. “Information Disclosure and Value Creation: A Two-sided Matching Approach for Online Lending”, with Yang Jiang, Yong Tan and Xingbin Yan, *Conference of Information Systems and Technology (CIST)*, Phoenix, AZ, Nov. 2018.
8. “Generating Content Under the “Spotlight” of Friends: A Natural Experiment”, with Yue Jin, Jinhua Huang and Yong Tan, *Conference of Information Systems and Technology (CIST)*, Phoenix, AZ, Nov. 2018.
9. “More than the Quantity: Estimating the Value of Editorial Review for UGC Platform”, with Yipu Deng, Karthik Kannan, and Warut Khern-am-nuai, *China Summer Workshop on Information Management (CSWIM)*, Qingdao, China,

Jun. 2018

10. “Generating Content Under the ‘Spotlight’: Evidence from a Natural Experiment”, with Yue Jin, Jinghua Huang, and Yong Tan, *China Summer Workshop on Information Management (CSWIM)*, Qingdao, China, Jun. 2018.
11. “What Goes Around Comes Around: A Structural Matching Model of Peer-to-peer Lending”, with Yang Jiang, and Yong Tan, *China Summer Workshop on Information Management (CSWIM)*, Qingdao, China, Jun. 2018.
12. “More than the Quantity: Estimating the Value of Editorial Review for UGC Platform”, with Yipu Deng, Karthik Kannan, and Warut Khern-am-nuai, *POMS 29th Annual Conference*, Houston, TX, May. 2018.
13. “From Automobile to Autonomous: Does Self-Driving Improve Traffic Safety?” with Yingjie Zhang, and Yong Tan, *Workshop on Information Systems and Economics (WISE)*, Seoul, Korea, Dec. 2017.
14. “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. (**Best Student Paper Nominee**)
15. “Technology Restriction and Demand Shifts in Transportation Dynamics: Empirical Study”, with Kyungsun Rhee, Yong Tan and Youwei Wang, *INFORMS*, Huston, Texas, Oct. 2017.
16. “From Automobile to Autonomous: Does Self-Driving Improve Traffic Condition?*”, with Yingjie Zhang, and Yong Tan, *China Summer Workshop on Information Management (CSWIM)*, Nanjing, China, Jun. 2017 (**Best Paper Nominee**).
17. “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.
18. “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.
19. “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.
20. “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.
21. “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.
22. “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.
23. “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**).
24. “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.
25. “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.

26. “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.
27. “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
9. “How Mega is the Mega? Measuring the Spillover Effect of WeChat by Machine Learning and Econometrics”, Marketing and E-commerce Research Seminar, School of Business, Nanjing University, Nanjing, China, Jun, 2017
10. “How Mega is the Mega? Measuring the Spillover Effect of WeChat by Machine Learning and Econometrics”, Young Scholar Forum, ICSSSM 2017, Dalian, China, Jun, 2017
11. “Conform or To Be Cast Out: Quantifying the Effect of Platform Endorsement and Consumer Generated Reputation on Demand of Online Service Marketplace”, Research Seminar, School of Management, Xiamen University, Xiamen, July, 2018.

Teaching Experience

Course Developer and Instructor

- “**MGMT 590AUD Analyze Unstructured Data**” (Graduate business analytics program course) 2018-2019
 Introduce advanced machine learning, data preprocessing, natural language processing, and computer vision techniques with Python
 Teaching load: 4 sessions per week for the entire quarter; each session has capacity of 38 students for 75 min.
 Course evaluation: **4.7/5.0**
- “**MGMT 690 Data and Tech for Research**” (Ph.D. course) 2017-2019
 Introduce advanced data processing, machine learning and econometrics techniques with MySQL, Python and R

Teaching load: 3 hours per week for the entire module; capacity of 15 students.

Course evaluation: (4.9~5.0)/5.0

Class Instructor

“MGMT 544 Database Management Systems” (Undergraduate core course) 2017-2019

Introduce relational database with MySQL

Teaching load: 4 sessions per week for the entire quarter; each session has capacity of 38 students for 75 min.

Course evaluation: (4.9)/5.0

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 (4), Information Systems Research (11), Management Information Systems Quarterly (3), Journal of Management Information Systems (1), Decision Support Systems (1)

Program Committee Member for CSWIM 2017, CSWIM 2018, CIST 2018

Session Chair for INFORMS 2018, INFORMS 2019

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

Professional Memberships

Institute for Operations Research and the Management Sciences (INFORMS), Information Systems Society (ISS), Association for Information Systems (AIS)

Media Mentions

“How much is information worth?“, American Enterprise Institute, Jan 24, 2019

“Krannert Faculty Jinyang Zheng Discusses Usage of Mobile Apps”, on Purdue Krannert Youtube Homepage, Oct 26, 2017

“WeChat Domination? Professor Point of View”, 21 Market, 21st Century Business Herald, (“微信独大会怎样? 教授观点”, 21 市场, 21 世纪经济报道), Dec 08, 2016