

Weijia (Daisy) Dai

A. Biographical Information

Contact

Purdue University, Krannert School of Management
403 W State St, West Lafayette, IN 47907, U.S.A.
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Education

Ph.D. Economics, University of Maryland, USA, 2009-2015
Industrial Organization, Marketing, Health

Master of Economics, University of Southern California, USA, 2007-2008

Bachelor of Economics, Wuhan University, China, 2003-2007

Employment

Assistant Professor *August 2019 – Present*
Marketing Area, Department of Management, Krannert School of Management
Purdue University, West Lafayette, PA.

Assistant Professor *August 2015 – August 2019*
Department of Economics, College of Business and Economics
Lehigh University, Bethlehem, PA.

Postdoctoral Research Fellow *June 2015 – August 2015*
Yelp, San Francisco, CA.

Graduate Assistant *Aug 2009 – May 2014*
Maryland University, College Park, NY.

B. Publications and Creative Activities

Publications in Refereed Journals

Weijia Dai, Ginger Jin, Jungmin Lee and Michael Luca, “Aggregation of Consumer Ratings: Application to Yelp.com,” *Quantitative Marketing and Economics*, 2018

Matthew Chesnes, Weijia Dai, and Ginger Jin, “Banning Foreign Pharmacies from Sponsored Search: The Online Consumer Response,” *Marketing Science*, 2017.

Weijia Dai, Michael Luca, “Digitizing Disclosure: The Case of Restaurant Hygiene Grades,” *American Economic Journal: Microeconomics*, 2020.

Other Publications

Michael Luca, Weijia Dai, Hyunjin Kim, “Advertising Experiments at RestaurantGrades,” *Harvard Business Review Case Study*, 2016.

Working Papers

“Effectiveness of Paid Search Advertising: Experimental Evidence” with Hyunjin Kim and Michael Luca. preparing for submission.

“Matching with Conflicts: An Application to the Advertising Industry,”. preparing for submission.

“Fast Food Chain Discounts and Healthy Food Choices,” with Ginger Jin and Ben Zou, preparing for submission.

“Inspection Design and Inspector Behavior,” with David Becker, Ginger Jin and Phillip Leslie. preparing for submission.

Work in Progress

“Substitutability in the Demand for Complementary Goods,” with Xingyue Zhang and Oliver Yao. empirical analysis.

“Between Online and Offline Markets: A Structural Estimation of Consumer Demand,” with Xingyue Zhang and Oliver Yao. empirical analysis.

C. Honors and Awards

Faculty Travel Award The Provost’s Office, Lehigh University.	2017
Data X Innovation Grant Lehigh University.	2016
Roger and Alicia Betancourt Fellowship in Applied Economics University of Maryland.	2014
Best Paper Award The 4th Annual Workshop on Health IT & Economics, DC.	2013
Summer Research Fellowship University of Maryland.	2013
Excellence in Teaching Award University of Maryland.	2011

D. Editor/Editorial Review Board Membership

Peer reviewing activity for professional journals and conferences

The RAND Journal of Economics , *Management Science*, *Journal of Industrial Economics*
Journal of Economic Behavior and Organization, *Journal of Economics and Management Strategy*
Information System Review, *International Conference on Information Systems*,
University of Chicago Third Conference on Auctions, Market Mechanisms and Their Applications

E. Scholarly Presentations

Conference Presentations and Seminars

2019

The 2019 North American Summer Meeting of the Econometric Society; INFORMS Healthcare 2019; Purdue University.

2018

University of Queensland; University of New South Wales; U Chicago Advances with Field Experiments; MIT Conference on Digital Experimentation (CODE); Conference on Health IT and Analytics; National Association for Business Economics Tech Economics Conference; Workshop on Information System and Economics.

2017

American Association Annual Meeting; Econometric Society Asian Meeting; Stanford Institute for Economic Policy Research (SIEPR) Economics Experiment in the Tech Industry Workshop.

2016

NBER Digitization Summer Institute; International Industrial Organization Conference (IIOC); Rutgers University; Lafayette College; Harvard Business School Frontiers of Digital Data and Experimentation Conference.

2015

NBER Digitization Summer Institute; NBER IO Summer Institute; International Industrial Organization Conference; NBER Economics of Digitization Spring Meeting; Lehigh University ; Georgia Institute of Technology; Bates White.

2014

Southern Economics Association Meeting (SEA); Robert H. Smith School of Business, University of Maryland; NBER Digitization Summer Institute.

2013

Annual Workshop on Health IT & Economics; International Industrial Organization Conference (IIOC); Yale Marketing-Industrial Organization Conference.

F. Teaching and Research Advising

Courses Taught

PhD Seminar in Marketing Models

Purdue University. West Lafayette, IN, U.S.A.

Spring 2020

Master's Marketing Analytics

Purdue University. West Lafayette, IN, U.S.A.

Fall 2019, Fall 2020

Undergraduate Marketing Analytics

Purdue University. West Lafayette, IN, U.S.A.

Fall 2019, , Fall 2020

Undergraduate Applied Microeconomic Analysis

Lehigh University. Bethlehem, PA, U.S.A.

Fall 2015–August 2019

PhD Industrial Organization

Lehigh University. Bethlehem, PA, U.S.A.

Fall 2016

Undergraduate Computer Methods in Economics
University of Maryland. College Park, MD, U.S.A.

Winter 2012

Teaching Assistant and Short Courses

Teaching Assistant, Intermediate Microeconomic Analysis,
University of Maryland. College Park, MD, U.S.A.

Fall 2010, Spring 2011

Teaching Assistant, Principles of Microeconomics,
University of Maryland. College Park, MD, U.S.A.

Spring 2010

Teaching Assistant, Economic Statistics,
University of Maryland. College Park, MD, U.S.A.

Fall 2009

Research Advising

Ph.D.: *Graduated*

Luna Zhang (graduated 2018, Adviser Oliver Yao, working at University of Washington, Tacoma);
Ronnie Guo (graduated 2017, Adviser Chad Meyerhoefer, working at University of International Business and Economics);
Qichao Shi (graduated 2019, Adviser Jim Dearden, working at Southwestern University of Finance and Economics).

G. Service

Service to University/College/Department

University:

College of Business and Economics Representative to the Lehigh Sustainability Council, Lehigh University, Fall 2016 - Spring 2019.

University Visiting Lecturers Committee, Lehigh University, Fall 2017 - Spring 2019.

Campbell Prize Committee joint with College of Arts and Science, Lehigh University, Fall 2017 - Spring 2019.

College:

Krannert School of Management Sustainability Committee, Fall 2019 - present.

College of Business and Economics Global Steering Committee, Lehigh University, Fall 2017 - Spring 2019.

CBE Finance Department Professor of Practice Hiring Committee, Lehigh University, Summer 2017.

Department:

Faculty Advisor, undergraduates with a major in economics from the College of Business and Economics.
Department Seminar Organizer, Fall 2018 - Spring 2019.

Director of Shanghai University of Finance and Economics-Lehigh Graduate Program, Fall 2017 - Spring 2019.

PhD Microeconomics Comp Grading, Fall 2017.

Professional Memberships

Institute for Operations Research and the Management Sciences (INFORMS), American Economic Association (AEA), The Econometric Society.