

(DAISY) WEIJIA DAI

Marketing Area

Krannert School of Management

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EDUCATION

- 2009 – 2015 Ph.D. in Economics, University of Maryland
- Dissertation: Essays on Pharmaceutical Advertising
 - Advisor: Ginger Jin, Andrew Sweeting
- 2007 – 2008 Master of Economics, The University of Southern California
- 2003 – 2007 Bachelor of Economics, Wuhan University, China

EMPLOYMENT

- 2019 – Present Assistant Professor of Marketing, Krannert School of Management, Purdue University
- 2015 – 2019 Assistant Professor, Department of Economics, Lehigh University

RESEARCH AND TEACHING INTERESTS

Research: Advertising, Digital Platforms, Information Economics

Teaching: Marketing Analytics, Digital Marketing

PUBLISHED PAPERS

- [1] Weijia Dai, Michael Luca (2020), “Digitizing Disclosure: The Case of Restaurant Hygiene Grades,” *American Economic Journal: Microeconomics*, 12(2), 41-59.
- [2] Weijia Dai, Ginger Jin, Jungmin Lee and Michael Luca (2018), “Aggregation of Consumer Ratings: Application to Yelp.com,” *Quantitative Marketing and Economics*, 16(3), 289-339.
- [3] Matthew Chesnes, Weijia Dai, and Ginger Jin (2017), “Banning Foreign Pharmacies from Sponsored Search: The Online Consumer Response,” *Marketing Science*, 36(6), 879-907.

WORKING PAPERS

- [1] “Effectiveness of Paid Search Advertising: Experimental Evidence” with Hyunjin Kim and Michael Luca.
- [2] “Inspection Design and Inspector Behavior,” with David Becker, Ginger Jin and Phillip Leslie.
- [3] “Matching with Conflicts: An Application to the Advertising Industry.”

WORK IN PROGRESS

- [1] “Promoting Healthy Diet at a Large Chain Restaurant,” with Ginger Jin and Ben Zou
- [2] “Between Online and Offline Markets: A Structural Estimation of Consumer Demand,” with Xingyue Zhang and Oliver Yao

RESEARCH PRESENTATIONS

- “Aggregation of Consumer Ratings: Application to Yelp.com”
(Previous Title: “Optimal Aggregation of Consumer Ratings: Application to Yelp.com”)
 - ◊ Rutgers University, 2016; Lafayette College, 2016; NBER Economics of Digitization Spring Meeting, 2015; Lehigh University. 2015; International Industrial Organization Conference. 2013.
- “Banning Foreign Pharmacies from Sponsored Search: The Online Consumer Response”
 - ◊ NBER Summer Institute, 2014; Workshop on Health IT & Economics at Washington DC, 2013.
- “Digitizing Disclosure: The Case of Restaurant Hygiene Grades”
 - ◊ Informs Healthcare Conference, 2019; North America Econometric Society Summer Meeting, 2019; Workshop on Health IT & Economics at Washington DC, 2018; International Industrial Organization Conference. 2014.
- “Effectiveness of Paid Search Advertising: Experimental Evidence”
 - ◊ Purdue University, 2019; Workshop on Information System and Economics, 2018; NABE Tech Economics Conference, 2018; MIT Conference on Digital Experimentation, 2018; Chicago Advances with Field Experiments Conference, 2018; SMU, 2018; UNSW, 2018; University of Queensland, 2018; AEA, 2017; SIEPR Economics Experiment in the Tech Industry Workshop, 2017; NBER Summer Institute Digitization Meeting poster session, 2016; International Industrial Organization Conference, 2016; Harvard Business School Frontiers of Digital Data and Experimentation Conference, 2016.
- “Matching with Conflicts: An Application to the Advertising Industry”
 - ◊ Econometric Society Asian Meeting, 2017; AEA poster session, 2017; International Industrial Organization Conference, 2015; Lehigh University. 2015; Georgia Institute of Technology, 2015; Bates White. 2015; Southern Economics Association Meeting, 2014; Robert H. Smith School of Business, University of Maryland. 2014.
- “Inspection Design and Inspector Behavior”
 - ◊ France National Research Institute for Agriculture, 2021.

HONORS AND AWARDS

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

TEACHING

- Purdue University
 - ◊ Marketing Analytics (Undergraduate & MS Marketing). Fall 2019 -
 - ◊ Marketing Analytics (Online MBA). Summer 2021 –
 - ◊ Seminar in Marketing Models (PhD). Spring 2020.
- Lehigh University

- ◇ Industrial Organization (Ph.D.). Fall 2016.
- ◇ Intermediate Microeconomics (Undergraduate), Fall 2015 – Summer 2019
- University of Maryland
 - ◇ Computer Methods in Economics (Undergraduate)