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Academic Positions	<p><i>W.P. Carey School of Business, Arizona State University</i></p> <p>Associate Professor, 2019 –</p> <p>Affiliated Member, <i>Center for AI and Data Analytics</i>, 2023 –</p> <p>Co-director, <i>Digital Society Initiative</i>, 2023 –</p> <p>Assistant Professor, 2013 – 2019</p> <p><i>McCombs School of Business, The University of Texas at Austin</i></p> <p>Research Associate, 2013</p>
Education	<p><i>The University of Texas at Austin</i></p> <p>Ph.D. Economics, 2012</p> <p>M.S. Economics, 2009</p> <p><i>Peking University</i></p> <p>B.S. Economics, 2007</p> <p>B.S. Mathematics, 2007</p>
Selected Journal Publications	<p>Shadows and Screens: Exploring the Impact of Astroturfing as a Facet of Fake Reviews in the Movie Industry's Social Media Dynamics (Yin, X., Liu, Y., Chen, P., and Shi, Z.) <i>Journal of the Association for Information Systems</i>, 26(1), 205-220, 2025</p> <p>Impact of the GDPR on the Global Mobile App Market: Digital Trade Implications of Data Protection and Privacy Regulations (Li, Z., Lee, G., Raghu, T.S., and Shi, Z.) <i>Information Systems Research</i>, Articles in Advance, Jun 2024</p> <p>An Economic Analysis of Product Recommendation in the Presence of Quality and Taste-Match Heterogeneity (Shi, Z. and Raghu, T.S.) <i>Information Systems Research</i>, 31(2), 299-411, 2020</p> <p>The Spillover of Spotlight: Platform Recommendation in the Mobile App Market (Liang, C., Shi, Z., and Raghu, T.S.) <i>Information Systems Research</i>, 30(4), 1296-1318, 2019</p> <p>Nexus Supplier Index: A Data-Analytics Approach to Identifying Critical Suppliers (Shao, B.B.M., Shi, Z., Choi, T.Y., and Chae, S.)</p>

Decision Support Systems, 114, 37-48, 2018

Learning from Your Friends' Repeated Check-Ins: An Empirical Study of Location-Based Social Networks

(Qiu, L., **Shi, Z.**, and Whinston, A.B.)

Information Systems Research, 29(4), 1044-1061, 2018

Towards a Better Measure of Business Proximity: Topic Modeling for Industry Intelligence
(**Shi, Z.**, Lee, G.M., and Whinston, A.B.)

MIS Quarterly Special Issue on Transformational Issues of Big Data and Analytics in Networked Business, 40(4), 1035-1053, 2016

Content Sharing in a Social Broadcasting Environment: Evidence from Twitter

(**Shi, Z.**, Rui, H., and Whinston, A.B.)

MIS Quarterly, 38(1), 123-142, 2014

Network Structure and Observational Learning: Evidence from a Location-Based Social Network.

(**Shi, Z.** and Whinston, A.B.)

Journal of Management Information Systems, 30(2), 185-212, 2013

Conference Proceedings (Non IS)

With a Little Help of My (Former) Employer: Past Employment and Entrepreneurs' External Financing

(Huang, J. and **Shi, Z.**)

Academy of Management Proceedings, 2015

Towards a Better Measure of Business Proximity: Topic Modeling for Analyzing M&As

(**Shi, Z.**, Lee, G.M., and Whinston, A.B.)

Proceedings of the 15th ACM Conference on Economics and Computation, 2014

Practitioner-Oriented Publications

Feasibility Study of Nexus Supplier Index: Identifying and Categorizing Nexus Suppliers through Business Analytics

(Shao, B.B.M., **Shi, Z.**, and Choi, T.Y.)

CAPS Research Focus Study Report, 2015

Hidden Suppliers Can Make or Break Your Operations

(Choi, T.Y., Shao, B.B.M., and **Shi, Z.**)

Harvard Business Review (digital article), May 29, 2015

Working Papers

Private Enjoyment or Profit Pursuit? Understanding Skin-Tone and Gender Price Disparities in CryptoPunks NFTs.

Discovering Mobile App Ecosystem Relationships Using Demand-Side Information.

Major Revision, *Journal of Management Information Systems*

A General Framework for Evaluating Search Designs: Analysis and Implications for Platform Choice.

Consumer Search, Producer Entry, and Product Variety: Theory and Evidence from a Dig-

ital Product Market.

Parent-Descendant Business Similarity and Employee-Founded Startups' Early Performance.

Entrepreneurial Spawning Across Product Markets: Skills, Similarity and Parents' Diversification.

Venture Capitalists' Over-Investments in a Hot Market: Evidence from Employee Entrepreneurship.

Talks and Presentations

The Impact of AI-Generated Product Summaries on the Speed and Efficiency of E-commerce Consumer Decision-Making

HICSS 2025

Private Enjoyment or Profit Pursuit? Understanding Skin-Tone and Gender Price Disparities in CryptoPunks NFTs

HICSS 2024, ISMS 2024, CSWIM 2024

Digital Trade Implications of Privacy Regulations: Evidence from the Implementation of the GDPR

WISE 2021, HICSS 2023 (nominated for track best paper)

A Data-Analytical Approach for Inferring App Relationship Network and its Application in Predicting Future Performance of Apps

CIST 2020

The Impact of Internet Water Armies: An Analysis of The Movie Industry

WISE 2019

The Impact of Second-Channel Product Availability Preannouncement: A Study of The Movie Industry

SCECR 2019

Venture Capitalists' Over-Investments in a Hot Market: Evidence from Employee Entrepreneurship

CSWIM 2018

Platform Recommendation in Search Markets: Theory and Evidence from the Mobile App Market

WISE 2017

Consumer Search, Producer Entry, and Product Variety: Theory and Evidence from a Digital Product Market

Informs 2017 (nominated for cluster best paper)

The Spillover of Spotlight: Platform Recommendation in the Mobile App Market

WeB 2016, ASU 2017, WCBA 2017, SCECR 2017

With a Little Help of Their (Former) Employer: How Entrepreneurs Benefit from Past Employment

AoM 2015, ASU 2016

Find a Niche: Competition and The Early Success of Mobile Apps

WISE 2014

Towards A Better Measure of Business Proximity: Topic Modeling for Analyzing M&As
EC 2014

Shall I Go? The Unequal Effects of Friends' Check-ins
HICSS 2013

Content Sharing in a Social Broadcasting Environment: Evidence from Twitter
WISE 2020, Informs 2012

Understanding the Economy Using Twitter
SxSW 2011

**Media
Coverage**

“Adapting to Generative AI in Education, Business, and Beyond,” *W. P. Carey News*, 2023.

“Information Systems Professor Puts Product Recommendations through The Paces,” *W. P. Carey News*, 2020.

“Shedding Light on Hidden Critical Suppliers,” *W. P. Carey News*, 2019.

“Study Uses Text-Mining to Improve Market Intelligence on Startups,” *PHYS.org*, 2016.

“Study: On Twitter, You Are More Likely to Be Retweeted by Someone You Don’t Know Than by Someone You Do,” *Yahoo News*, 2013.

“Twitter Analysis Helps Economist Land Job in Growing Field of ‘Big Data’,” *The Chronicle of Higher Education*, 2013.

**Honors, Awards
and Grants**

- W.P. Carey Research on Teaching and Learning Grant (with Hong Guo and Tam McCreless), *Arizona State University*, \$20,000, 2024.
- Research Grant (with Xiaokun Wu), *AIDA*, \$5,000, 2024.
- W.P. Carey School of Business Dean’s Excellence in Research Summer Grant, *Arizona State University*, 2017 – 2024.
- W.P. Carey School of Business Outstanding Graduate Teaching Award Finalist, Dean’s List of Teaching Impact, *Arizona State University*, 2020.
- Amazon Web Services Research Grant, \$5,000, 2018 – 2019.
- Amazon Web Services Research Grant, \$2,000, 2017 – 2018.
- INFORMS Annual Conference e-Business Best Paper Runner-up, 2017.
- Amazon Web Services Research Grant, \$6,000, 2016 – 2017.
- W.P. Carey School of Business Outstanding Graduate Teaching Award, *Arizona State University*, 2016.
- Research Grant (with Ben Shao and Tom Choi), *CAPS Research*, \$40,000, 2015.
- Outstanding Teaching Award in M.S. Business Analytics Program, Department of Information Systems, *Arizona State University*, 2014 – 2015.
- McCombs School of Business Fellowship, Travel Grant, *UT Austin*, 2010 – 2012.
- Bruton Fellowship, *UT Austin*, 2010.
- Department of Economics Scholarship, *UT Austin*, 2007 – 2008.
- Outstanding Graduate of Universities in Beijing, 2007.
- Outstanding Graduate of *Peking University*, 2007.
- Academic Excellence Awards, *Peking University*, 2003 – 2007.

Advising	<p>Ph.D. Dissertation Committee</p> <ul style="list-style-type: none"> • Selena Han (ongoing) • Xiaokun Wu (ongoing) • Ziru Li (2021, member, placement: <i>Arizona State University Thunderbird School</i>) • Xueyan Yin (2020, member, placement: <i>City University of Hong Kong</i>) • Seyedreza Mousavi (2016, member, placement: <i>University of North Carolina at Charlotte</i>)
	<p>ASU-SAIF DBA Thesis Chair (number of theses advised)</p> <ul style="list-style-type: none"> • Year Defended: 2022 (1); 2023 (1); 2024 (2); 2025 (expected 1); 2026 (expected 2)
	<p>Non-committee Coauthor with Ph.D. students</p> <ul style="list-style-type: none"> • Chen Liang, Jie Chen
	<p>ASU Department Ph.D. Program Director, 2022, 2024-</p>
Teaching	<p><i>Arizona State University</i></p> <p>Instructor</p> <ul style="list-style-type: none"> • Research Methods Seminar (Ph.D.) • Enterprise Data Analytics (M.S. AI in Business, onsite) • Enterprise Data Analytics (M.S. Business Analytics, onsite and online) • Introduction to Enterprise Analytics (M.B.A. full time, onsite) • Business Analytics Strategy (M.S. Business Analytics, online) • Capstone Project (M.S. Business Analytics, onsite) • Business Data Mining (Undergraduate Business Data Analytics, online) • Networks and Distributed Systems (Undergraduate Information Systems, onsite) <p><i>Arizona State University</i></p> <p>Online Course Development</p> <ul style="list-style-type: none"> • Introduction to Enterprise Analytics • Business Data Mining
	<p><i>The University of Texas at Austin</i></p> <p>Guest Lecturer</p> <ul style="list-style-type: none"> • Decision Support Systems (Ph.D.) • Introduction to Electronic Commerce (Ph.D.)
Services and Outreach	<p>ASU School Services</p> <ul style="list-style-type: none"> • Co-organizer, "AI: Getting the Value & Tackling the Challenges," <i>Digital Society Initiative Industry Partner Conference</i> 2023 • Member, IS department chair search committee, 2021 • Full-time MBA ranking analysis, 2020 • Faculty Council, 2018 – <p>Journal Services</p> <ul style="list-style-type: none"> • Associate Editor: <i>Decision Support Systems</i>

- Reviewer: *Decision Support Systems, Information and Management, Information Systems Research, International Journal of Electronic Commerce, Journal of Electronic Commerce Research, Journal of Management Information Systems, Management Science, MIS Quarterly*

Conference Services

- Co-organizer: *CIST 2023*
- Committee Member: *CIST 2018 –*
- Associate Editor: *ICIS 2019, 2021*
- Minitrack/Session (Co-)Chair: *INFORMS Annual Conference, AMCIS*

Professional Organizations

- Member: *American Economic Association, Association for Information Systems, INFORMS Information Systems Society*