Zhanfei Lei

Isenberg School of Management, University of Massachusetts Amherst
Email: zlei@isenberg.umass.edu

Academic Appointment

University of Massachusetts Amherst, Amherst, Massachusetts   2019 – present
- Assistant Professor, Operations and Information Management, Isenberg School of Management

Education

Georgia Institute of Technology, Atlanta, Georgia   2014 – 2019
- Ph.D. in Information Technology Management
- Minor in Economics

University of Pittsburgh, Pittsburgh, Pennsylvania   2012 – 2014
- M.S. in Information Sciences

Nanjing University, Nanjing, China   2008 – 2012
- Bachelor of Management in Information Management and Information Systems
- Minor in Finance

Research Interests

Topics: User-Generated Content, Biases and Heuristics, Human-AI Interaction

Methods: Lab experiments, Econometrics, Text Mining

Publications

Lei, Z., Yin, D., & Zhang, H. (2023). Positive or Negative Reviews? Consumers' Selective Exposure in Seeking and Evaluating Online Reviews. *Journal of the Association for Information Systems*, 24(4), 1162-1183.

Lei, Z., Yin, D., Mitra, S., & Zhang, H. (2022). Swayed by the Reviews: Disentangling the Effects of Average Ratings and Individual Reviews in Online Word-of-Mouth. *Production and Operations Management*, 31(6), 2393-2411. (Lead Article).

Lei, Z., Yin, D., & Zhang, H. (2021). Focus Within or On Others: The Impact of Reviewers' Attentional Focus on Review Helpfulness. *Information Systems Research*, 32(3), 801-819.

Research in Progress

Lei, Z., Yin, D., & Zhang, H. Exploring the Source of Persuasion in Online Word-of-Mouth. under 3rd round review at *MIS Quarterly*.

Investigating the Polarization in Climate Change Discussions on Social Media, with Tarafdar, M. and Liang, W.

Promoting Gains vs. Preventing Losses: Augmenting Investment Decisions through Regulatory Foci in Robo-Advisors, with Zou, Y.

Examining the Impact of Identity Disclosure on the Evaluation of Chatbots, with Zhang, H. & Yin, D.

The Role of Online Word-of-Mouth in Job Searching, with Ma, E.

The Role of Envy in Social Media, with Zhang, H. & Yin, D.

Referred Conference Papers

Zou, Y. & Lei, Z. (2021). Promoting Gains vs. Preventing Losses: Augmenting Investment Decisions through Regulatory Foci in Robo-Advisors. *International Conference on Information Systems (ICIS) TREOs*, Austin, Texas.

Lei, Z., Yin, D., Zhang, H., & Mitra, S. (2020). Beyond Summary Rating Statistics: The Swaying Effect of Individual Reviews in Online Word-of-Mouth. *INFORMS Annual Meeting*, Virtual.

Lei, Z., Yin, D., & Zhang, H. (2020). Disentangling the Persuasive Impacts of Review Accessibility and Diagnosticity: An Experimental Investigation. *INFORMS Conference on Information Systems and Technology (CIST)*, Virtual.

Lei, Z., Yin, D., & Zhang, H. (2018). 'I' or 'You': Whom Should Online Reviewers Direct Their Attention To, and When? *International Conference on Information Systems (ICIS)*, San Francisco, California.

Lei, Z., Yin, D., Zhang, H. & Mitra, S. (2018). Does the Average Product Rating Matter? The Role of the Most Accessible Reviews in Online Word-of-Mouth. *Pre-ICIS Workshop on e-Business (WeB)*, San Francisco, California.

Lei, Z., Yin, D., & Zhang, H. (2017). Do Consumers Prefer Confirmatory or Disconfirmatory Reviews? An Experimental Investigation of Selective Exposure. *INFORMS Conference on Information Systems and Technology (CIST)*, Houston, Texas.

Lei, Z., Yin, D., & Zhang, H. (2017). Why Do Consumers Seek Online Reviews: An Experimental Investigation. *China Summer Workshop on Information Management (CSWIM)*, Nanjing, Jiangsu, China.

Lei, Z., Yin, D., & Zhang, H. (2015). Should Reviewers Stand in the Shoes of Review Readers? The Role of Perspective Taking in Online Reviews. *Pre-ICIS Workshop on HCI Research in MIS*, Fort Worth, Texas.

Teaching Interests

- Introduction to Information Systems
- Business Intelligence and Analytics
- Programming Languages and Web Development

Teaching Experience

Instructor, University of Massachusetts Amherst, Amherst, Massachusetts
- OIM 350 Business Intelligence and Analytics   2019 – present

Instructor, Georgia Institute of Technology, Atlanta, Georgia
- MGT 4058 Database Management   2017 – 2018

Teaching Assistant, Georgia Institute of Technology, Atlanta, Georgia
- MGT 2200 Introduction to Information Technology   Spring 2015, Spring 2016
- MGT 4058 Database Management   Fall 2015, Fall 2016, Fall 2017
- MOT 6115 Business Intelligence & Analytics   Fall 2016, Fall 2017

Technical Skills

Statistical Packages and Tools – Stata, SPSS, R, Matlab

Programming Languages – Python, Java, C++, HTML, CSS, JavaScript

Awards and Service

Awards
- Isenberg Summer Research Award   2023
- Recipient of President/Dean's Fellowship at Georgia Tech   2014 – 2019
- Selected for Doctoral Consortium at *Americas Conference on Information Systems (AMCIS)*   2018

Professional Service
- Associate Editor, *International Conference on Information Systems (ICIS)*   2022
- Editorial Review Board Member, *Journal of Database Management*   2020 – present
- Program Committee Member, *INFORMS Conference on Information Systems and Technology (CIST)*   2019 – present
- Ad-hoc Reviewer for *Information Systems Research*, *Management Information Systems Quarterly*, *Production and Operations Management*, *Information & Management*, *Electronic Commerce Research and Applications*, *Journal of Electronic Commerce Research*, and *Americas Conference on Information Systems (AMCIS)*

Department-Level Service
- Department Enrollment Committee Chair   2023
- Faculty Search Committee Member   2022
- Department Enrollment Committee Member   2022
- PhD Search Committee Member   2019 – present

Professional Memberships

Association for Information Systems, INFORMS