

Zhanfei Lei

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University of Massachusetts Amherst
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Academic Appointment

University of Massachusetts Amherst, Amherst, Massachusetts 2019 – present

- Assistant Professor, Operations & 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, Electronic Commerce, Emotions in Online Communication

Methods: Experiments, Econometrics, Text Mining

Working Papers

Zhanfei Lei, Dezhi Yin, and Han Zhang. “When ‘I’ Becomes ‘You’: The Role of Other-Focused Attention in Online Reviews,” under 3rd round review at *Information Systems Research*.

Zhanfei Lei, Dezhi Yin, and Han Zhang. “Exploring the Source of Persuasion in Online Word-of-Mouth,” under final preparation for submission to *Information Systems Research*.

Zhanfei Lei, Dezhi Yin, Han Zhang, and Saby Mitra. “The Impact of Accessible Reviews in Online Word-of-Mouth,” under final preparation for submission to *MIS Quarterly*.

Research in Progress

“A New Look at Online Product Recommendation Agents: Investigating the Role of Regulatory Fit on Consumer Decision Making,” with Traci Hess and Yi Zou

“The Role of Envy in Social Media,” with Han Zhang and Dezhi Yin

Referred Conference Papers

Zhanfei Lei, Dezhi Yin, Han Zhang, and Saby Mitra. "Beyond Summary Rating Statistics: The Swaying Effect of Individual Reviews in Online Word-of-Mouth," invited presentation at *INFORMS annual meeting*, Virtual, November 2020.

Zhanfei Lei, Dezhi Yin, and Han Zhang. "'I' or 'You': Whom Should Online Reviewers Direct Their Attention To, and When?" *International Conference on Information Systems (ICIS)*, San Francisco, California, December 2018.

Zhanfei Lei, Dezhi Yin, Han Zhang, and Saby Mitra. "Does the Average Product Rating Matter? The Role of the Most Accessible Reviews in Online Word-of-Mouth," *Workshop on E Business*, San Francisco, California, December 2018.

Zhanfei Lei, Dezhi Yin, and Han Zhang. "Do Consumers Prefer Confirmatory or Disconfirmatory Reviews? An Experimental Investigation of Selective Exposure," *INFORMS Conference on Information Systems and Technology (CIST)*, Houston, Texas, October 2017.

Zhanfei Lei, Dezhi Yin, and Han Zhang, "Why Do Consumers Seek Online Reviews: An Experimental Investigation," *China Summer Workshop on Information Management (CSWIM)*, Nanjing, Jiangsu, China, June 2017.

Zhanfei Lei, Dezhi Yin, and Han Zhang. "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, December 2015.

Teaching Interests

- Introduction to Information Systems
- Database Management Systems
- Business Intelligence and Analytics
- Electronic Commerce
- 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

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

Service

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

Professional Membership

AIS (Association of Information Systems)

INFORMS (The Institute for Operations Research and the Management Sciences)