

Zhanfei Lei

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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: Lab experiments, Econometrics, Text Mining

Publications

Lei, Z., Yin, D., Mitra, S., & Zhang, H. (forthcoming). Swayed by the Reviews: Disentangling the Effects of Average Ratings and Individual Reviews in Online Word-of-Mouth. *Production and Operation Management*.

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.

Working Papers

Lei, Z., Yin, D., & Zhang, H. "Exploring the Source of Persuasion in Online Word-of-Mouth," under revision for 2nd round review at *MIS Quarterly*.

Lei, Z., Yin, D., & Zhang, H. "The Role of Selective Exposure in Seeking and Evaluating Online Reviews," under revision for 2nd round review at *Journal of the Association for Information Systems*.

Research in Progress

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

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

“Examine the Impact of Identity Disclosure on the Evaluation of Chatbots,” with Zhang, H. and Yin, D.

“The Role of Envy in Social Media,” with Zhang, H. and Yin, D.

Referred Conference Papers

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

Lei, Z., Yin, D., Zhang, H., & Mitra, S. “Beyond Summary Rating Statistics: The Swaying Effect of Individual Reviews in Online Word-of-Mouth,” invited presentation at *INFORMS annual meeting*, Virtual, November 2020.

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

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

Lei, Z., Yin, D., Zhang, H. & Mitra, S. “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.

Lei, Z., Yin, D., & Zhang, H. “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.

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

Lei, Z., Yin, D., & Zhang, H. “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
- 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

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

Professional Membership

AIS (Association of Information Systems)

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