

Zhanfei Lei

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University of Massachusetts Amherst
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Academic Experience

University of Massachusetts Amherst, Amherst, Massachusetts
Isenberg School of Management

- Associate Professor, Operations and Information Management 2026 – present
- Assistant Professor, Operations and Information Management 2019 – 2026

Education

Georgia Institute of Technology, Atlanta, Georgia 2019

- Ph.D. in Information Technology Management
- Minor in Economics

University of Pittsburgh, Pittsburgh, Pennsylvania 2014

- M.S. in Information Sciences

Nanjing University, Nanjing, China 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, Surveys, Econometrics, Text Mining

Publications

1. Lei, Z., Yin, D., & Zhang, H. (2025). Deliberative or Automatic: Disentangling the Dual Processes Behind the Persuasive Power of Online Word-of-Mouth. *MIS Quarterly*, 49(1), 331-346.
2. 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.
3. 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).
4. 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

1. Xu, Z., Lei, Z., Yin, D., & Zhang, H. AI-Generated Summaries of Consumer Reviews: Exploring the Evaluation-Intention Correspondence. Under revision for 2nd round review.
2. Xu, Z., Lei, Z., Yin, D., & Zhang, H. Navigating Reviews: How AI Summaries Shape Consumer Information Seeking. Under review.
3. Lei, Z., Yin, D., & Zhang, H. From Predictive to Generative AI: Exploring Algorithm Aversion vs. Appreciation. In final preparation for submission.
4. Xu, Z., Lei, Z., Yin, D., & Zhang, H. AI Deployment Modalities and Consumer Decision Quality. In final preparation for submission.

Research in Progress

1. Xue, Y., Tarafdar, M., & Lei, Z. Understanding Sycophancy in Large Language Models.
2. Lei, Z., Yin, D., & Zhang, H. The Power of Dual Processes in the Judgment and Use of User-Generated Content.
3. Liu, Y., Lei, Z. & Rai, A. The Influence of AI Governance on Consumer Perceptions.
4. Lei, Z., Yin, D., & Zhang, H. Revealing Identities: The Impact of Identity Disclosure on Chatbot Evaluations.

Conference Papers and Presentations

1. Lei, Z., Yin, D., & Zhang, H. (2025). From Predictive to Generative AI: Exploring Algorithm Aversion vs. Appreciation. *International Conference on Information Systems (ICIS)*, Nashville, Tennessee.
2. Xu, Z., Lei, Z., Yin, D., & Zhang, H. (2025). Navigating Reviews: How AI Summaries Shape Consumer Information Seeking. *Pre-ICIS Workshop on e-Business (WeB)*, Nashville, Tennessee.
3. Xu, Z., Lei, Z., Yin, D., & Zhang, H. (2025). AI-Generated Summaries of Consumer Reviews: Exploring the Evaluation-Intention Correspondence. *INFORMS Conference on Information Systems and Technology (CIST)*, Atlanta, Georgia.
4. Xu, Z., Lei, Z., Yin, D., & Zhang, H. (2024). The Value and Credibility Judgments of AI-Generated Summaries from Consumer Reviews. *INFORMS Annual Meeting*, Seattle, Washington.
5. Liang, W., Lei, Z., & Tarafdar, M. (2024). Discourse Polarization on Social Media: A Sociotechnical Perspective. *Americas Conference on Information Systems (AMCIS) TREOs*, Salt Lake City, Utah.

6. Liang, W., Lei, Z., & Tarafdar, M. (2023). How Does Social Media Polarize Climate Change Discourse? *International Conference on Information Systems (ICIS) TREOs*, Hyderabad, India.
7. 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.
8. 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.
9. 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.
10. 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.
11. 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.
12. 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.
13. 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.
14. 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.

Invited Talks

- University of Massachusetts Lowell, Lowell, MA, April 2024
- University of Massachusetts Amherst, Amherst, MA, October 2020
- University of Tennessee Knoxville, Knoxville, TN, January 2019
- Penn State University, University Park, PA, January 2019
- University of Massachusetts Amherst, Amherst, MA, January 2019
- University of Oregon, Eugene, OR, December 2018
- Santa Clara University, Santa Clara, CA, December 2018

Teaching Interests

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

Teaching Experience

Doctoral Student Mentoring, University of Massachusetts Amherst

- Yue Xue (dissertation committee co-chair), in progress.

Instructor, University of Massachusetts Amherst

- OIM 350 Business Intelligence and Analytics (Undergraduate) 2019 – present
- SCH-MGMT 602 Database Management for Analytics (Master's) 2024 – present

Instructor, Georgia Institute of Technology

- MGT 4058 Database Management 2017 – 2018

Teaching Assistant, Georgia Institute of Technology

- 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

Honors and Awards

- Michael J. Shaw Best Paper Award at *WeB* 2025
- Nominated for Isenberg School of Management Outstanding Teaching Award 2025
- Best Associate Editor Award for Digital Platforms Track at *ICIS* 2024
- Isenberg School of Management Research Excellence Award 2024
- Isenberg School of Management Summer Research Award 2023 – 2026
- Recipient of President/Dean's Fellowship at Georgia Tech 2014 – 2019
- Selected for Doctoral Consortium at *AMCIS* 2018

Service

External Service

- Journal Associate Editor: *Information & Management* 2024 – present
- Journal Editorial Review Board: *Journal of the AIS* 2025 – 2027
- Journal Editorial Review Board: *Journal of Database Management* 2020 – present
- Journal Reviewer: *Information Systems Research*, *MIS Quarterly*, *Production and Operations Management*, *Management Science*, *Electronic Commerce Research and Applications*, *Journal of Electronic Commerce Research*
- Conference Associate Editor: *ICIS* 2022, 2024
- Conference Program Committee: *CIST* 2019 – present

Internal Service

- Information Systems Faculty Search Committee (Tenure Track) 2022, 2023, 2024
- Operations Management Faculty Search Committee (Tenure Track) 2023
- Department Student Enrollment and Events Committee Chair 2022, 2024
- Department Student Enrollment and Events Committee 2021, 2023
- PhD Admissions Committee 2019 – present

Professional Memberships

- Association for Information Systems (AIS)
- Institute for Operations Research and the Management Sciences (INFORMS)