

Zhanfei Lei

Isenberg School of Management
University of Massachusetts Amherst
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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 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, AI-Generated Content
- Methods: Lab Experiments, Econometrics

Publications

1. Lei, Z., Yin, D., & Zhang, H. (forthcoming). Deliberative or Automatic: Disentangling the Dual Processes Behind the Persuasive Power of Online Word-of-Mouth. *MIS Quarterly*.
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.

Research in Progress

1. Xu, Z., Lei, Z., Yin, D., & Zhang, H. AI-Generated Summaries of Consumer Reviews: Exploring the Evaluation-Intention Correspondence.

2. Liang, W., Lei, Z., & Tarafdar, M. How Does Social Media Polarize Climate Change Discourse?
3. Lei, Z., Yin, D., & Zhang, H. The Power of Dual Processes in the Use and Judgment of User-Generated Content.
4. Xu, Z., Lei, Z., Yin, D., & Zhang, H. The Role of AI-Generated Summaries from Consumer Reviews in Information Search.
5. Liang, W., Lei, Z., & Tarafdar, M. Discourse Polarization on Social Media: A Sociotechnical Perspective.
6. Lei, Z., Yin, D., & Zhang, H. Revealing Identities: The Impact of Identity Disclosure on Chatbot Evaluations.
7. Zou, Y. & Lei, Z. Promoting Gains vs. Preventing Losses: Augmenting Investment Decisions through Regulatory Foci in Robo-Advisors.

Conference Papers and Presentations

1. 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.
2. 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.
3. Liang, W., Lei, Z., & Tarafdar, M. (2023). How Does Social Media Polarize Climate Change Discourse? *International Conference on Information Systems (ICIS) TREOs*, Hyderabad, India.
4. 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.
5. 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.
6. 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.
7. 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.

8. 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.
9. 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.
10. 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.
11. 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

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

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 (Undergraduate) 2019 – present
- SCH-MGMT 602 Business Intelligence and Analytics (Graduate) 2024 – 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

Honors and Awards

- Isenberg Summer Research Award 2024
- Isenberg Research Excellence Award 2024
- Isenberg Summer Research Award 2023
- 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 Database Management* 2020 – present
- Journal Reviewer: *Information Systems Research, Management Information Systems Quarterly, Production and Operations Management, 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 2022, 2023
- Operations Management Faculty Search Committee 2023
- Department Enrollment Committee Chair 2022
- Department Enrollment Committee 2021, 2023
- PhD Search Committee 2019 – present

Professional Memberships

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