

Jiayin Zhang

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EMPLOYMENT

Tsinghua University School of Economics and Management, Department of Leadership and Organizational Management

- Associate Professor, 2019/12-Now
- Assistant Professor, 2014/7-2019/12

Tsinghua University School of Economics and Management, Research Center for Interactive Technology Industry

- Director, 2020-Now

EDUCATION

PhD. 2014. Management. Sloan School of Management, Massachusetts Institute of Technology

MS. 2013. Management Research. Sloan School of Management, Massachusetts Institute of Technology

MA. 2008. Sociology. School of Social Science, Tsinghua University

BS. 2005. Computer Software. School of Information Science and Technology, Tsinghua University

PRINCIPAL FIELDS OF INTEREST

Behavioral and Policy Science; Human-AI interaction; Economic Sociology; Corporate Sustainability

JOURNAL PUBLICATIONS

Ruipérez-Valiente, José A^{*}; Thomas Staubitz; Matt Jenner; Sherif Halawa; **Jiayin Zhang**; Ignacio Despujol; Jorge Maldonado-Mahauad; German Montoro; Melanie Peffer; Tobias Rohloff; Jenny Lane; Carlos Turro; Xitong Li; Mar Pérez-Sanagustín; Justin Reich. (2022). “Large Scale Analytics of Global And Regional MOOC Providers: Differences in Learners’ Demographics, Preferences, and Perceptions.” *Computers & Education* (2021 IF: 11.128; JCI Rank: 3/157 in *Computer Science, interdisciplinary applications*), Volume 180, 104426.

Huang, Ni, **Jiayin Zhang**^{*}, Gordon Burtch, Xitong Li and Peiyu Chen. 2021. “Combating Procrastination on MOOCs via Optimal Calls-to-Action: Evidence from a Randomized Field Experiment.” *Information Systems Research (UTD 24)*, 32(2):301-317.

Qian, Xiaojun, Yanran Gong[&], **Jiayin Zhang**. 2020. “Why is Social Responsibility of Internet Platform Enterprises Important?” (in Chinese). *Tsinghua Management Review*, 2: 76-79.

- Selected in *Tsinghua Management Review 2020 Best Collection*;
- Excerpted by *Xinhua Digest*, an authoritative, comprehensive Chinese journal

Gong, Yanran[&], Ruicong Ma and **Jiayin Zhang**. 2019. “Path Innovation for Poverty Alleviation by ‘Internet+’ Education” (in Chinese). *Sustainable Economics Guide*, August, 25-29.

Gong, Yanran[&], Xiaojun Qian and **Jiayin Zhang**. 2019. “Does Artificial Intelligence Damage Corporate Social Responsibility for Employees?” (in Chinese). *Tsinghua Management Review* (Peer-Review Session), 3:25-29

Zhang, Jiayin^{*}, Ezra W. Zuckerman and Elena Obukhova. 2016. “A Lack of Security or of Cultural Capital? Acculturative Conservatism in the Naming Choices of Early 20th-Century U.S. Jews.” *Social Forces*, 94(4): 1509-1538.

Obukhova, Elena^{*}, Ezra Zuckerman and **Jiayin Zhang**. 2014. “When Politics Frozen Fashion: The Effects of the

Cultural Revolution on Naming in Beijing, 1964-1969.” *American Journal of Sociology*, 120(2): 555-583.

- Awarded as one of two honorable mentions of Clifford Geertz Prize for Best Article, Sociology of Cultural Section, American Sociological Association, 2015.

Luo, Jiade*, **Jiayin Zhang**, Jing Wang and Zhaoxia Xie. 2008. “The Structure of Social Network Research: The Organizational Theory and Management Research as Examples” (in Chinese). *Chinese Journal of Sociology* 28(4): 15-38.

Zhang, Jiayin* and Jiade Luo. 2007. “Network Dynamics of Cliques Formation” (in Chinese). *Chinese Journal of Sociology* 27(4): 152-163.

⋆: Ph.D. students who I supervise or who I participate in the supervision as a member of the Ph.D. Same below.

MEDIA RELEASE

Zhang, Jiayin, Xin Xu & Yilin Li. 2020. “The Underlying Logic of Internet Identity Economy”, *The Economic Observer*, No. 023.

SELECTED WORKING PAPERS

Chen, Xingjin[⋆], Chenshuo Sun, Sean Xin Xu, **Jiayin Zhang***. “Reducing Waste of Attention: Filtering for Better Allocation” (Under review, *Management Science*)

Yuan, Haoyu, Qinglai He, Lingli Wang, **Jiayin Zhang**, Ni Huang*, Wei Qiang. “AI Opponents in Online Gaming: Evidence from a Quasi-Field Experiment.” (Under Review, *MIS Quarterly*)

Zhang, Jiayuan, Cheng Yi, **Jiayin Zhang**. “Engaging Learners in Online Learning Without External Incentives: Evidence from a Field Experiment” (Outstanding Papers of the 16th China Management Annual Conference. **Revise and Resubmit, Information Systems Journal**)

Li, Yilin[⋆], **Jiayin Zhang**, Alex Chong Wang, Sean Xin Xu. “Two-Side Embeddedness and Content Innovation.” (Preparation for submission to: *Administrative Science Quarterly*)

Zhang, Jiayin, Liyuan Li[⋆], Xiaoming Zheng, Manqing Xin. “Leap of faith: Does Human Trust in AI Boost Human Team Performance?” (Preparation for submission to: *Organization Science*)

Li, Manzhou, Lini Kuang, Alex Chong Wang, **Jiayin Zhang** and Sean Xin Xu*. “Impacts of Reminding Social Nudges on User Engagement Behaviors: Evidence from a Field Experiment.” (Preparation for submission to: *Management Science*)

Guo, Naijing[⋆], Pinglu Zhou, **Jiayin Zhang***, Donghong Li. “The Path for Platform Enterprises to Realize the Unification of Economic Value And Social Value Under the Gig Economy - A Longitudinal Case Study”. (in Chinese) (Excellent Paper of the First Rongzhi Corporate Social Responsibility Academic Award, Second Prize, China Enterprise Management Research Association. Preparation for submission to: *Management World (in Chinese)*)

PATENT

Li, Yilin, Wei Wang, **Jiayin Zhang**, Sean Xin Xu. A Social Network Based Online User Community Detection Technology (Trial Stage).

CONFERENCE PROCEEDINGS

Li, Xitong¹ and **Jiayin Zhang**¹ 2016. “The Effects of Monetary Incentives and Social Comparison on MOOC Participation: A Randomized Field Experiment.” In *Proceedings of the International Conference on Information Systems 2016 (ICIS 2016)*, Dublin: December 2016.

CASES AND TEACHING MATERIALS

¹ The two authors equally contributed to this paper.

- Zhang, Jiayin***, Xiaohui Li, Pinglu Zhou, Naijing Guo &. 2021. “Weizhi: The Unity of Economic Value and Social Value”. China Business Administration Case Center.
- Zhang, Jiayin***, Meihua Shen and Yangran Gong&. 2021. “Tsinghua Muhua’s Internet School: A New Exploration of Internet Education for Poverty Alleviation”. China Business Administration Case Center.
- Gao, Xiang, Yangran Gong&, Kuifang Wu, **Jiayin Zhang***. 2020. “Teachers and Students: Neither One Can Be Missed - The Educational Poverty Alleviation Practice of ‘Muhua’s Internet School’”. Selected as a National Typical Case of Educational Poverty Alleviation (Ministry of Education's Poverty Alleviation Jointly organized by the work leading group and the China Institute of Poverty Alleviation, Beijing Normal University).

RESEACH GRANTS

- 2023-2026 **PI**, National Science Foundation of China (No.72272086, \$65,000)
- 2021-2023 **PI**, Interactive Technology Research Fund of Tsinghua University School of Economics and Management (RCITI2021T002, \$44,370)
- 2019-2021 **PI**, Tsinghua University-Inditex Sustainable Development Fund (TISD201912, \$36,975)
- 2017-2019 **Co-PI**, National Science Foundation of China, *Young Scientists Program* (No. 71602098, \$24,570)
- 2016-2018 **PI**, National Science Foundation of China, *Young Scientists Program* (No. 71503144, \$33,125)
- 2016-2017 **Co-PI**, China Ministry of Education Research Center for Online Education, *Key Projects* (No.2016ZD203, \$39,200)
- 2015-2018 **Co-PI**, Tsinghua University, *Initiative Research Plan* (No.20151080450, \$43,250)
- 2013 MIT Economic Sociology Program Research Grant (\$2,500)
- 2012 MIT Center for International Studies Summer Study Grant (\$3,000)

AWARDS AND HONORS

- 2021 Outstanding Paper of the 16th China Management Annual Conference
- 2021 Excellent Paper of the First Rongzhi Corporate Social Responsibility Academic Award, Second Prize, (China Enterprise Management Research Association)
- 2021 Tsinghua University Student Social Practice Bronze Award (Advisor for the team)
- 2021 Tsinghua University School of Economics and Management Social Practice Gold Award (Advisor for the team)
- 2020 Tsinghua University School of Economics and Management Student Work Second Prize
- 2020 Third Prize of the 38th “Challenge Cup” Student Extracurricular Academic Science and Technology Works Competition of Tsinghua University (Advisor for the team)
- 2020 Excellent Teachers of Online Teaching, Tsinghua University
- 2019 Tsinghua University School of Economics and Management Student Work Second Prize
- 2019 Tsinghua University Social Practice Silver Medal (Advisor for the team)
- 2019 Tsinghua University School of Economics and Management Social Practice Silver Medal (Advisor for the team)
- 2019 Excellent mentor for Tsinghua University “Challenge Cup” Student Extracurricular Academic Science and Technology Competition
- 2017 OCIS Nominee for Best Paper, the Academy of Management
- 2015 Honorable mention of Clifford Geertz Prize for Best Article, American Sociological Association
- 2013 OMT Nominee for Best International Theme Symposium (Organizer), the Academy of Management
- 2012 Best Graduate Student in Ten Years (Totally 10 recipients), Department of Sociology, Tsinghua University
- 2011 Invited to MIT 150 Years Convocation, as a fellowship recipient
- 2008 Best Paper Award, Chinese Sociological Association Annual Meeting

- 2008 Outstanding Young Researcher, School of Humanities and Social Science, Tsinghua University
- 2008 Outstanding Graduate Student Scholarship, Tsinghua University
- 2005 Best Graduate Thesis Finalists, Tsinghua University
- 2004 BEA Scholarship for Excellent Academic Performance, Tsinghua University

SELECTED CONFERENCES PRESENTATIONS

The Path for Platform Enterprises to Realize the Unification of Economic Value and Social Value under the Gig Economy: A Longitudinal Case Study

- The 3rd China Enterprise Innovation and Development Forum: Technological Innovation and Model Transformation, Chengdu, Sichuan (online) (in Chinese)
- The 3rd Symposium on Sustainable Development and Corporate Social Responsibility, 2021/11/27, Guangzhou, Guangdong (online) (in Chinese)
- The 3rd China Young Management Scholars Forum • Business Administration Forum, 2021/10/29, Beijing (in Chinese)

The Influence of Peer Information and Question Interventions in Online Learning: Evidence from a Field Experiment

- The 16th China Management Annual Conference, 2021/11/07, online, Outstanding Paper.

Identify, Absorb, and Collaborate: A Case Study of the Stakeholder Management Process for Internet Enterprises to Realize Shared Value

- “Innovation and Development of Chinese Enterprises: Digital Empowerment and Network Creation” Symposium, 2020/10/25, Beijing (online)

Antagonizing the Matthew Effect in Content Popularity: The Effects of Cyber-Star-Clans on the Content Production of Short Videos

- 16th Symposium on Statistical Challenges in E-Commerce Research (SCECR), 2020/06/18-06/20, Spain (online)

Macro MOOC learning analytics: Exploring trends across global and regional providers

- 10th International Conference on Learning Analysis and Knowledge (LAK), 2020/03/25-03/27, online

Combating Procrastination on MOOCs via Optimal Calls-to-Action: Evidence from a Randomized Field Experiment

- The 78th Annual Meeting of the Academy of Management, Chicago, 2018/10/27.
- 2017 Conference on Digital Experimentation (CODE@MIT), Boston, Massachusetts, 2017/10/14-2017/10/15.

Public versus Private Ranking in Massive Open Online Courses (MOOCs): A Randomized Field Experiment

- The 77th Annual Meeting of the Academy of Management Annual, Atlanta, Georgia, 2017/8/3-2017/8/8.
Earlier versions presented at:
- 2016 Conference on Digital Experimentation (CODE@MIT), Boston, Massachusetts, 2016/10/14-2016/10/15.
- 2016 International Conference on Information Systems (ICIS 2016), Dublin, Ireland, 2016/12/11-2016/12/14.

Private and Public Opinion Discrepancy: The Anatomy of Market Valuation

- The 74th Annual Meeting of the Academy of Management, Philadelphia, Pennsylvania, 2014/8/1-2014/8/5.

Smart Money in Dumb Money: A Survey on Beijing Real Estate Market Bubble

- The 109th American Sociological Association Annual Meeting, San Francisco, California, U.S., 2014/8/16-2014/8/19.

A Lack of Security or a Lack of Capital? Acculturative Conservatism in Immigrant Naming

- The 107th American Sociological Association Annual Meeting, Denver, Colorado, 2012/8/17-2012/8/20.

Why Was There No Fashion in Mao's China? Effects of Politics on Culture in the Case of Chinese Naming Practices

- The 105th American Sociological Association Annual Meeting, Atlanta, Georgia, 2010/8/14-2010/8/17
- Eastern Sociological Society Annual Meeting, Boston, Massachusetts, 2010/3/18-2010/3/20.

INVITED PRESENTATIONS

Combating Procrastination on MOOCs via Optimal Calls-to-Action: Evidence from a Randomized Field Experiment.

- *CKJ Workshop, Asian Management Research*, online, 2022/7/22

Two-Side Embeddedness and Content Innovation

- *The 1st International Forum on Human Capital and Sustainable Innovation*, online, 2022/1/16

Private vs. Public Ranking in Online Communities: A Randomized Field Experiment on MOOCs

- *MIT Economic Sociology Working Group*, MIT Sloan School of Management, Boston, 2016/8/31
- *Research Seminar (Management Science)*, Tsinghua University School of Economics and Management, Beijing, China, 2016/5/26

So You Think The Prices Would Go Higher? Private and Public Discrepancy in the Beijing Real Estate Market in the Fall of 2012

- *CGIO 2015*, NUS Business School, National University of Singapore, Singapore, 2015/8/27.

Behavioral Failure or Market Failure? A Survey of the Beijing Real Estate Market Bubble in the Fall of 2012

- *CCER Workshop*, National School of Development, Peking University, 2014/10/22
- *Economic Sociology Workshop*, New York University Stern School of Management, 2013/10/25
- *MIT-Harvard Economic Sociology Seminar*, Department of Sociology, Harvard University, 2013/11/3
- *System Dynamics Division Workshop*, MIT Sloan School of Management, 2013

A Lack of Security or a Lack of Capital? Acculturative Conservatism in Immigrant Naming

- *Harvard Migration and Immigrant Incorporation Seminar*, Department of Sociology, Harvard University, 2013
- *MIT-Harvard Economic Sociology Seminar*, Department of Sociology, Harvard University, 2013/9/4

TEACHING GRANTS

2017-2019 **PI**, Tsinghua University Graduate Education and Teaching Reform Grant (\$28,907)

2018-2020 **PI**, Tsinghua University Undergraduate Teaching Reform Grant (\$20,235)

TEACHING EXPERIENCE

Tsinghua University (School of Economics and Management)

- The Creation and Growth of Technological Enterprises (MBA, **selected as one of the eight “Tsinghua University Global Open Courses”** in 2021), 2020-Now
- Seminar for Freshmen (undergraduate), 2020-Now
- Management (Introduction to Business) (undergraduate), Fall 2014-Now
- Organizational Behavior (undergraduate), Spring 2015-Now
- Research Method (PhD), Fall 2016-2019
- International Innovation and Entrepreneurship Practices (all levels), Spring 2016-2018
 - Collaborated with Unternehmer Technische Universität München, Germany.
 - Covered by multiple Chinese and international media, including *China Daily*.
 - Supported by Tsinghua University Education Teaching Grants
 - Recommended by Tsinghua School of Economics and Management for Tsinghua University Teaching Achievement Award
- Tsinghua X-Lab, “Transboundary” faculty member

MIT Sloan School of Management

- MIT Teaching Certificate, 2013

- Complete training sessions on course design, syllabus construction, interactive teaching, lecturing, teaching in multicultural classroom, etc.
- Get feedbacks on teaching from educational experts.
- Teaching Assistant
 - 15.301 Managerial Psychology, with John Carroll, Fall 2010
 - 15.986 Sociology of Strategy, with Ezra W. Zuckerman, Spring 2010

PROFESSTIONAL SERVICE

- Associate Editor, “User Behavior, Participation and Outcomes” Group, International Conference on Information System (ICIS), 2021
- Member of the editorial board, Special Issue of “Internet Research (Q1 in Business, 2021 IF: 6.8)”, 2020
- Program Committee Member, INFORMS Conference on Information Systems and Technology (CIST), 2018.
- Research Committee Member, Organization Management and Theory (OMT) Division, Academy of Management, 2017-2019
- Symposium Organizer, “Financial Markets and Practices in Emerging Economies”, 73rd Annual Meeting of the Academy of Management (AOM).
 - Co-sponsored by three AOM divisions: Business Policy and Strategy, Organization and Management Theory, and International Management.
 - Presenters include faculty members from University of Chicago Booth School of Business, Yale School of Management, and Boston University School of Management.
- Chair, “Network Structure and Market Performance” paper session, 73rd Annual Meeting of the Academy of Management.
- Referee
 - American Journal of Sociology*
 - American Sociological Review*
 - China Economic Review*
 - Social Currents*
 - Eurasian Business Review*
 - Poetics*
 - Management World (in Chinese)*
 - China Public Administration Review (in Chinese)*

SCHOOL AND DEPARTMENTAL SERVICE

- Member, Faculty Recruitment Committee, Department of Leadership and Organizational Management, School of Economics and Management, Tsinghua University, 2022-Now.
- Member, Master of Management Committee, School of Economics and Management, Tsinghua University, 2021-Now.
- Advisor, Tsinghua University School of Economics and Management Social Practice Team, 2020-2021.
- Advisor, Tsinghua University School of Economics and Management Social Practice Team, 2018-2019.
- Member, Department Alumni Association Committee, Tsinghua University School of Economics and Management, 2015-Now.
- Member, Master in Management (MiM) Committee, Tsinghua University School of Economics and Management, 2014-2015.