

(DAISY) WEIJIA DAI

Marketing Area

Krannert School of Management

Purdue University

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EDUCATION

- 2009 – 2015 Ph.D. in Economics, University of Maryland
- Dissertation: Essays on Pharmaceutical Advertising
 - Advisor: Ginger Jin, Andrew Sweeting
- 2007 – 2008 Master of Economics, The University of Southern California
- 2003 – 2007 Bachelor of Economics, Wuhan University, China

EMPLOYMENT

- 2019 – Present Assistant Professor of Marketing, Krannert School of Management, Purdue University
- 2015 – 2019 Assistant Professor, Department of Economics, Lehigh University

RESEARCH AND TEACHING INTERESTS

Research: Advertising, Digital Platforms, Information Economics

Teaching: Marketing Analytics, Digital Marketing

PUBLISHED PAPERS

- [1] Weijia Dai, Michael Luca (2020), “Digitizing Disclosure: The Case of Restaurant Hygiene Grades,” *American Economic Journal: Microeconomics*, 12(2), 41-59.
- [2] Weijia Dai, Ginger Jin, Jungmin Lee and Michael Luca (2018), “Aggregation of Consumer Ratings: Application to Yelp.com,” *Quantitative Marketing and Economics*, 16(3), 289-339.
- [3] Matthew Chesnes, Weijia Dai, and Ginger Jin (2017), “Banning Foreign Pharmacies from Sponsored Search: The Online Consumer Response,” *Marketing Science*, 36(6), 879-907.

WORKING PAPERS

- [1] “Which Firms Gain from Digital Advertising? Evidence from A Field Experiment,” with Hyunjin Kim and Michael Luca, accepted at *Marketing Science*.
- [2] “Promoting Healthy Diet at a Large Chain Restaurant,” with Ginger Jin and Ben Zou.
- [3] “Inspection Design and Inspector Behavior,” with David Becker, Ginger Jin and Phillip Leslie.
- [4] “Matching with Conflicts: An Application to the Advertising Industry.”

WORK IN PROGRESS

- [1] “The Effect of Search Platforms on Retail Locations: Evidence from Yelp,” with Hongyu Fu.

- [2] “Heterogeneity in Patient Adoption and Usage of Telehealth During the COVID-19 Pandemic,” with Siyun Lu, Qiang Liu, and Yong Cai.

RESEARCH PRESENTATIONS

- “Heterogeneity in Patient Adoption and Usage of Telehealth During the COVID-19 Pandemic”
 - ◇ ISMS Marketing Science Conference, 2022.
- “Inspection Design and Inspector Behavior”
 - ◇ France National Research Institute for Agriculture, 2021.
- “Digitizing Disclosure: The Case of Restaurant Hygiene Grades”
 - ◇ Informs Healthcare Conference, 2019; North America Econometric Society Summer Meeting, 2019; Workshop on Health IT & Economics at Washington DC, 2018; International Industrial Organization Conference. 2014.
- “Which Firms Gain from Digital Advertising? Evidence from A Field Experiment”
 - ◇ Purdue University, 2019; Workshop on Information System and Economics, 2018; NABE Tech Economics Conference, 2018; MIT Conference on Digital Experimentation, 2018; Chicago Advances with Field Experiments Conference, 2018; SMU, 2018; UNSW, 2018; University of Queensland, 2018; AEA, 2017; SIEPR Economics Experiment in the Tech Industry Workshop, 2017; NBER Summer Institute Digitization Meeting poster session, 2016; International Industrial Organization Conference, 2016; Harvard Business School Frontiers of Digital Data and Experimentation Conference, 2016.
- “Aggregation of Consumer Ratings: Application to Yelp.com”
(Previous Title: “Optimal Aggregation of Consumer Ratings: Application to Yelp.com”)
 - ◇ Rutgers University, 2016; Lafayette College, 2016; NBER Economics of Digitization Spring Meeting, 2015; Lehigh University. 2015; International Industrial Organization Conference. 2013.
- “Banning Foreign Pharmacies from Sponsored Search: The Online Consumer Response”
 - ◇ NBER Summer Institute, 2014; Workshop on Health IT & Economics at Washington DC, 2013.
- “Matching with Conflicts: An Application to the Advertising Industry”
 - ◇ Econometric Society Asian Meeting, 2017; AEA poster session, 2017; International Industrial Organization Conference, 2015; Lehigh University. 2015; Georgia Institute of Technology, 2015; Bates White. 2015; Southern Economics Association Meeting, 2014; Robert H. Smith School of Business, University of Maryland. 2014.

HONORS AND AWARDS

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| 2017 | Faculty Travel Award, The Provost’s Office, Lehigh University |
| 2016 | Data X Innovation Grant, Lehigh University |
| 2014 | Roger and Alicia Betancourt Fellowship in Applied Economics, University of Maryland |
| 2013 | Best Paper Award, the 4th Annual Workshop on Health IT & Economics |
| 2013 | Summer Research Fellowship, University of Maryland |
| 2011 | Excellence in Teaching Award, University of Maryland |

TEACHING

- Purdue University
 - ◇ Marketing Analytics (Undergraduate). Fall 2019 -
 - ◇ Marketing Analytics (MS program). Fall 2019 -
 - ◇ Marketing Analytics (Online MBA and Online MS Programs). Summer 2021 –
 - ◇ Data-driven Marketing (MS program). Spring 2022
 - ◇ Seminar in Marketing Models (PhD). Spring 2020.
- Lehigh University
 - ◇ Industrial Organization (Ph.D.). Fall 2016.
 - ◇ Intermediate Microeconomics (Undergraduate), Fall 2015 – Summer 2019
- University of Maryland
 - ◇ Computer Methods in Economics (Undergraduate)

PROFESSIONAL EXPERIENCE

- Adhoc Reviewers for: *Management Science*, *Information System Review*, *Journal of Industrial Economics*, *Journal of Economic Behavior and Organization*, *Journal of Economics and Management Strategy*, *Oxford Bulletin of Economics and Statistics*, *RAND Journal of Economics*, *Scandinavian Journal of Economics*, *International Conference on Information Systems*, *NSF Proposal Review*, *Israel Science Foundation Research Grants Review*.