

(DAISY) WEIJIA DAI

Marketing Area

Krannert School of Management

Purdue University

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EDUCATION

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| 2009 – 2015 | Ph.D. in Economics, University of Maryland |
| 2007 – 2008 | Master of Economics, The University of Southern California |
| 2003 – 2007 | Bachelor of Economics, Wuhan University, China |

EMPLOYMENT

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| 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, Health Marketing

Teaching: Marketing Analytics, Digital Marketing

PUBLISHED PAPERS

- [1] Weijia Dai, Hyunjin Kim, Michael Luca (2023) “Which Firms Gain from Digital Advertising? Evidence from a Field Experiment,” *Marketing Science*, 42(3), 429-439.
- [2] Weijia Dai, Michael Luca (2020), “Digitizing Disclosure: The Case of Restaurant Hygiene Grades,” *American Economic Journal: Microeconomics*, 12(2), 41-59.
- [3] 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.
- [4] 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] “Promoting Healthy Diets at a Large Restaurant Chain,” with Ginger Jin and Ben Zou.
- [2] “The Effect of Search Platforms on Retail Locations: Evidence from Yelp,” with Hongyu Fu.
- [3] “Matching with Conflicts: An Application to the Advertising Industry.”

SELECTED WORK IN PROGRESS

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

RESEARCH PRESENTATIONS

- “Promoting Healthy Diets at a Large Restaurant Chain”
 - ◇ Marketing Science: DEI Conference, 2023; International Industrial Organization Conference, 2023; ISMS Marketing Science Conference, 2023.
- “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.
- “Effectiveness of Paid Search Advertising: Experimental Evidence”
 - ◇ 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 & MS Marketing). Fall 2019 -
 - ◇ Marketing Analytics (Online MBA). Summer 2021 –
 - ◇ 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: *International Conference on Information Systems, Information System Review, Israel Science Foundation Research Grants Review, Journal of Industrial Economics, Journal of Economic Behavior and Organization, Journal of the European Economic Association, Journal of Economics and Management Strategy, Management Science, Marketing Science, NSF Proposal Review, Oxford Bulletin of Economics and Statistics, RAND Journal of Economics, Scandinavian Journal of Economics.*