

Zhaohui (Zoey) Jiang

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EMPLOYMENT

Carnegie Mellon University, Pittsburgh, USA 2020 July - present
Tepper School of Business
Assistant Professor of Business Technologies
BP Junior Faculty Chair 2022 - 2023, 2024 - 2025

EDUCATION

University of Michigan, Ann Arbor, USA 2020
Ph.D., Technology & Operations, Stephen M. Ross School of Business
Peking University, Beijing, China 2014
B.A. in Economics, Guanghua School of Management
B.S. in Statistics, School of Mathematics
University of Virginia, Charlottesville, USA Fall 2012

RESEARCH INTERESTS

Topics: Online Marketplace • Human–AI Interaction • Innovation • Revenue Management
Methodologies: Empirical Analysis • Structural Estimation • Game Theory • Machine Learning

PUBLICATIONS

1. Jiang Z, Huang Y, Beil DR “The Role of Problem Specification in Crowdsourcing Contests for Design Problems: A Theoretical and Empirical Analysis.” ***Manufacturing & Service Operations Management***, *Sharing Economy and Innovative Marketplaces (2020)*. [link]
2. Jiang Z, Huang Y, Beil DR “The Role of Feedback in Dynamic Crowdsourcing Contests: A Structural Empirical Analysis.” ***Management Science*** (2021). [link]
 - **Finalist** of 2019 IBM Service Science Best Student Paper
3. Jiang Z, Li J, Zhang D “A High-Dimensional Choice Model for Online Retailing”. ***Management Science*** (2024). [link]
4. Jiang Z*, Silberholz J*, Wang Y*, Costa D, Sjoding M “Can Employees’ Past Helping Behavior Be Used to Improve Shift Scheduling? Evidence from ICU Nurses”. ***Management Science***. (*alphabetically) [link]
 - **Third Place** of POMS 2022 Healthcare Best Paper Competition
 - **Finalist** of INFORMS Behavioral Operations Management Section Best Working Paper 2022

5. Jiang Z, Li J, “Instrumenting While Experimenting: An Empirical Method for Competitive Pricing at Scale”. *Operations Research*.[\[link\]](#)
 - **Finalist** of INFORMS Revenue Management and Pricing (RMP) Section Practice Award 2022
 - **Finalist** of INFORMS Innovative Applications in Analytics Award (IAAA) 2023

PAPERS UNDER REVIEW AND WORKING PAPERS

6. Impact of the Invisibles: Personalized Pricing on Platform with Anonymous Users, with Julie Wang, Param Vir Singh. *Major revision at Information Systems Research*.[\[link\]](#)
 - Marketing Science Annual Conference 2024
 - Conference on Information Systems and Technology 2024
7. Cui Y, Jiang Z, Li Q, “Unlocking the Value of Real-Time AI Assistance: Who Benefits, and Why?”. *Major revision at Manufacturing & Service Operations Management*.[\[link\]](#)
 - INFORMS Annual Meeting 2023
 - INFORMS Annual Meeting 2025
8. Learning in Human–AI Teams, with Linda Argote, Param Vir Singh. [\[link\]](#)
 - INFORMS Annual Meeting 2024
 - Ross Centennial Research Conference 2024
 - Organization Science Winter Conference 2025
9. Bandits in the Lab: Diagnosing Human Decision-Making in Biomedical Research, with Ziqian Ding, Param Vir Singh. [\[link\]](#)
 - Conference on Information Systems and Technology 2025

SELECTIVE WORK IN PROGRESS

- “Love, Actually? A Randomized Experiment on AI Companion Use and Real-life Romantic Relationships.” With Jiaming Jiang, Zijun (June) Shi, Kannan Srinivasan, George Loewenstein.
- “When to Consult the Algorithm? Optimal AI Timing in Child Welfare Screening.” With Yixin (Iris) Wang, Alan Scheller-Wolf.
- “Consequences of AI Assistance on Human Performance in the Absence of AI: Examination on the Role of AI Trained on Tacit and Explicit Knowledge” With Jisoo Hyun, Linda Argote
- “System Load and Human-AI Teaming in Child Welfare Screening.”, with Yanhan (Savannah) Tang, Alan Scheller-Wolf, Justine Galbraith, Lindsey Lacey.

TEACHING

Tepper School of Business, Carnegie Mellon University

Data Exploration and Visualization (MSBA)

- Teaching evaluation **4.9**/5.0 Fall 2022
- Teaching evaluation **4.9**/5.0 Spring 2024
- Teaching evaluation **4.7**/5.0 Spring 2025

Data Mining and Business Analytics (Undergraduate)

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| – Teaching evaluation 4.5 /5.0 and 4.9 /5.0. | Spring 2021 |
| – Teaching evaluation 4.4 /5.0 and 4.7 /5.0. | Spring 2022 |
| – Teaching evaluation 4.6 /5.0 and 4.9 /5.0. | Spring 2023 |
| – Teaching evaluation 4.2 /5.0 and 4.4 /5.0. | Spring 2024 |
| – Teaching evaluation 4.5 /5.0 and 4.5 /5.0. | Spring 2025 |

Stephen M. Ross School of Business, University of Michigan

Managing Business Operations (Undergraduate Business Minor Core)

Fall 2016

- Teaching evaluation **4.6**/5.0.

MEDIA COVERAGE AND PUBLIC COMMENTARY

- **American Banker**. 2025. “The Top Hurdles to Intelligent Automation in Banking.” [Link](#).
- **The Seattle Times**. 2026. “AI Is Making Travel Scams Nearly Impossible to Spot. Here Is What to Do.” [Link](#).
- **CIO Magazine**. 2025. “Who Is the Real Boss of Your AI?” [Link](#).
- **Forbes Advisor**. 2025. “ActivTrak Review 2025: Features, Pros and Cons.” [Link](#).
- **Tepper School of Business – Tepperspectives**. 2025. “Does Generative AI Improve Productivity?” [Link](#).

HONORS AND AWARDS

Center for Intelligent Business (CIB) CoAI Teaching Fellow	2024–2025
Center for Intelligent Business (CIB) GenAI Research Fellow	2024–2025
BP America Junior Faculty Research Professorship	2024
CMU Block Center for Technology and Society Proposal Seed Funds	2024
Management Science Distinguished Service Award INFORMS	2023
INFORMS Innovative Applications in Analytics Award (IAAA), Finalist	2023
INFORMS Behavioral Operations Management Section Best Working Paper 2022, Finalist	2022
BP America Junior Faculty Research Professorship	2022
INFORMS Revenue Management and Pricing Section Practice Award 2022, Finalist	2022
POMS Healthcare Best Paper Competition 2022, Third Place	2022
INFORMS TIMES Best Dissertation Award 2021, Winner	2021
IBM Service Science Best Student Paper 2019, Finalist	2019

PROFESSIONAL ACTIVITIES AND SERVICE

Review Service

Reviewer for Management Science, Manufacturing & Service Operations Management, Production and Operations Management, Information Systems Research, Journal of Marketing Research

Editorial Review Board Member, *Information Systems Research*, 2025–present

Conference Organizers

INFORMS TIMES Vice President of Programmes, INFORMS TIMES & NPD Cluster Chair	2026-
INFORMS TIMES Vice President of Membership and Communications	2025
INFORMS TIMES Cluster Co-chair	2025
INFORMS TIMES Best Working Paper Competition Co-Chair	2023–2024

Dissertation Committee

Julie Wang (Tepper School of Business, expected graduation 2027): committee member
 Yuan Yuan (Tepper School of Business, expected graduation 2027): committee member
 Neha (Tepper School of Business, expected graduation 2025): committee member
 Behnam Mohammadi (placement: The University of Texas at Dallas, 2025): committee member
 Savannah Tang (placement: Southern Methodist University, 2024): committee member

PRESENTATIONS

Invited Talks and Seminars

University of British Columbia Sauder School of Business	2026 (Scheduled)
Recent Alumni Speaker at Doctoral Studies Celebration, Ross, University of Michigan	2025
David Eccles School of Business, University of Utah	2022
Data Science Lab, Massachusetts Institute of Technology	2022
Cox School of Business, Southern Methodist University	2019
Tepper School of Business, Carnegie Mellon University	2019
Carroll School of Management, Boston College	2019
Owen Graduate School of Management, Vanderbilt University	2019
Eli Broad College of Business, Michigan State University	2019
Carlson School of Management, University of Minnesota	2019
McCombs School of Business, University of Texas at Austin	2019
UCL School of Management	2019
London Business School	2019