Mengxia Zhang

E-mail: mezhang@ivey.ca

Website: https://www.mengxiazhang.net

Ivey Business School, Western University

1255 Western Rd

London, ON N6G 0N1, Canada

Employment

2021 - present	Assistant Professor of Marketing
	Ivey Business School, Western University

Education

2021	Ph.D. in Marketing, University of Southern California
2015	Master of Management, Peking University
	Master of Finance, University of Hong Kong
2012	Bachelor of Economics & Laws, Peking University

Research Interests

Substantive: Artificial intelligence, new media, AI-human relationship, knowledge sharing

Methodological: quantitative modeling, machine learning, field experiment, causal inference

Honors and Awards

2023	USC Marshall iORB Longitudinal & Multidisciplinary Research Grant
2023	SSHRC Insight Development Grants
2023	Western Ivey Faculty Research Development Fund
2020	USC Graduate School Final Year Fellowship
2020	AMA-Sheth Foundation Doctoral Consortium Fellow
2020	NBER Digitization Tutorial and Conference Fellow
2019	USC Marshall Ph.D. Student Outstanding Researcher Award
2018	Shankar-Spiegel Award Runner-up
2018	ISMS Doctoral Proposal Competition Award Winner
2018	Nominated for USC Marshall Ph.D. Student Teaching Award
2017	Quantitative Marketing and Structural Econometrics Workshop Fellow
2016, 2018, & 2019	INFORMS Marketing Science Doctoral Consortium Fellow

Refereed Journal Publications (abstracts attached at the end)

"Can Consumer-Posted Photos Serve as a Leading Indicator of Restaurant Survival? Evidence from Yelp",
Mengxia Zhang and Lan Luo. *Management Science* (2022).

- Presented at 2018 Advanced Research Techniques (ART) Forum, Columbus, OH
- 2018 ISMS Doctoral Proposal Competition Award Winner
- 2018-2019 Shankar-Spiegel Award Runner-up
- Media coverage: Phys.org (2022-07-07) USC News (2022-10-28) Zhihu.com (2022-11-04)
- Featured in Tommy Talk, Management Science Blogs

Working Papers

1. " [Effects of Peer Voting and Followers on User Contribution to Online Knowledge Sharing Platforms: Evidence from a Field Experiment](#)" Mengxia Zhang and Lan Luo (2020). Major Revision at *Production and Operations Management*.

   * Features in: [Faculty Spotlight](#)

2. "[Beyond the Hype: Unveiling the Marginal Benefits of Virtual Tours in Real Estate](#)" Mengxia Zhang and Isamar Troncoso. Harvard Business School Working Paper, No. 24-003, July 2023.

   * Featured in: [Harvard Business School Working Knowledge](#) (2023-12-05), [Business Insider](#) (2023-12-14)

3. "[Transcending Boundaries: Can Generative AI Aid Aesthetic Product Design Using Cross-Domain Inspiration?](#)" Mengxia Zhang, Jingmin Huang, Lan Luo, and Bowei Chen (2023).

   * USC Marshall iORB Longitudinal & Multidisciplinary Research Grant

4. "[Motivating Consumer and AI Co-creation](#)" Mengxia Zhang, Brian Han, Tianshu Sun, Lan Luo, and Joseph M. Golden (2021).

Works in Progress

1. "Empowering or Eroding Contributions? How Generative AI Impacts User-Generated Content Across Diverse Communities", with Hasan Shorakae, Tiffany Bayley, and Mehmet Begen. Manuscript in preparation.

2. "The Impact of Realism: A Study of Virtual vs Human Influencers on Instagram", with Prashant Rajaram. Model development in process.

Conference Presentation (*denotes presenter)

2025	Mengxia Zhang*, Liye Ma, and Lan Luo, "Can Online Reviews Inform Market Entry Decisions? Evidence from Restaurants", Marketing Science Conference, Washington, DC
2025	Hasan Shorakae, Mengxia Zhang*, Tiffany Bayley, and Mehmet Begen, "Empowering or Eroding Contributions? How Generative AI Impacts User-Generated Content Across Diverse Communities", Symposium on Artificial Intelligence in Marketing, Madison, WI
2025	Mengxia Zhang* and Isamar Troncoso, "Beyond the Hype: Unveiling the Marginal Benefits of 3D Virtual Tours in Real Estate", POMS 35th Annual Conference, Atlanta,GA
2024	Mengxia Zhang*, Jingmin Huang, Lan Luo, Bowei Chen, "Does That Car Want to Give Me a Ride? Bio-Inspired Automotive Aesthetic Design", Conference on Artificial Intelligence, Machine Learning, and Business Analytics, New Haven, CT
2024	Mengxia Zhang*, Jingmin Huang, Lan Luo, Bowei Chen, "Does That Car Want to Give Me a Ride? Bio-Inspired Automotive Aesthetic Design", Joint Statistical Meetings, Portland, OR
2024	Mengxia Zhang*, Jingmin Huang, Lan Luo, Bowei Chen, "Does That Car Want to Give Me a Ride? Bio-Inspired Automotive Aesthetic Design", Symposium on Artificial Intelligence in Marketing, Madison, WI
2024	Mengxia Zhang* and Lan Luo, " Peer Voting vs. Followers: A Field Experiment on an Online Knowledge Sharing Platform", POMS 34th Annual Conference, Minneapolis MN
2023	Bowei Chen, Jingmin Huang, Mengxia Zhang, and Lan Luo*, "Does That Car Want to Give Me a Ride? Bio-Inspired Automotive Aesthetic Design", Triennial Invitational Choice Symposium, Fontainebleau, France
2023	Mengxia Zhang and Isamar Troncoso*, "How Do 3D Virtual Tours Affect House Sale Outcomes?", Marketing Science Conference, Miami, FL
2022	Mengxia Zhang and Isamar Troncoso*, "How Do 3D Virtual Tours Affect House Sale Outcomes?", Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Boston, MA

2022   Jihoon Hong* and Mengxia Zhang, "Remote Working and Online Knowledge Sharing", Marketing Science Conference, Chicago, IL

2022   Mengxia Zhang*, Tianshu Sun, Lan Luo, and Joseph M. Golden, "Consumer and AI Co-creation: When and Why Nudging Human Participation Improves AI Creation.", Marketing Science Conference, Chicago, IL

2021   Mengxia Zhang*, Tianshu Sun, Lan Luo, and Joseph M. Golden, "Consumer and AI Co-creation: When and Why Human Participation Improves AI Creation.", WISE, Austin, TX

2021   Mengxia Zhang*, Tianshu Sun, Lan Luo, and Joseph M. Golden, "Consumer and AI Co-creation: When and Why Humans Improve AI Creation.", Informs Annual Meeting, Anaheim, CA

2021   Mengxia Zhang* and Lan Luo, " Can User-Posted Photos Serve as a Leading Indicator of Restaurant Survival? Evidence from Yelp", Artificial Intelligence in Management, Los Angeles, CA

2020   Mengxia Zhang*, Tianshu Sun, Lan Luo, and Joseph M. Golden, "Consumer and AI Co-creation: When and Why Humans Improve AI Creation.", Conference on Information Systems and Technology

2020   Mengxia Zhang* and Lan Luo, "Social Networks on Knowledge Markets: A Double-edged Sword", Marketing Science Conference, Duke, NC

2018   Mengxia Zhang* and Lan Luo, "Social Networks on Knowledge Markets: A Double-edged Sword", Marketing Science Conference, Philadelphia, PA

2018   Mengxia Zhang* and Lan Luo, "Can User-Posted Photos Serve as a Leading Indicator of Restaurant Survival? Evidence from Yelp", Advanced Research Techniques (ART) Forum, Columbus, OH

2016   Mengxia Zhang* and Lan Luo, "Can User-Posted Photos Serve as a Leading Indicator of Restaurant Survival? Evidence from Yelp", Marketing Science Conference, Shanghai, China.

Invited Talks

Washington University in St. Louis, Olin Business School, Nov 2024

Temple University, June 2023

Hong Kong University, Business School, March 2022

University of Guelph, Gordon S. Lang School of Business and Economics, March 2022

Washington University in St. Louis, Olin Business School, Feb 2022

Erasmus University, Rotterdam School of Management, November 2020

Hong Kong University, Business School, November 2020

National University of Singapore, Business School, November 2020

Santa Clara University, Leavey School of Business, November 2020

Pennsylvania State University, Smeal College of Business, October 2020

University of Wisconsin-Madison, Wisconsin School of Business, October 2020

University of Iowa, Tippie College of Business, October 2020

Hong Kong University of Science and Technology, Business School, October 2020

Ohio State University, Fisher College of Business, October 2020

City University of Hong Kong, Department of Marketing, October 2020

City University of Hong Kong, Department of Information Systems, September 2020

University of Western Ontario, Ivey Business School, September 2020

Tsinghua University, School of Economics and Management, September 2020

Chinese University of Hong Kong-Shenzhen, School of Management and Economics, September 2020

Tongji University, School of Economics and Management, August 2020

Peking University, Guanghua School of Management, August 2020

Shanghai University of Finance and Economics, College of Business, August 2020

Teaching Interests

Digital marketing, marketing analysis and strategy, marketing analytics, business analytics, marketing research

Teaching Experience

Spring 2022, 2023, 2025   Marketing Core (undergraduate, case teaching)

Instructor, Ivey Business School, Western University

Summer 2018   Marketing Analysis and Strategy (undergraduate marketing elective)

Instructor, Marketing Department, University of Southern California

- Instructor Evaluation: 4.88/5; Course Evaluation: 4.88/5
- Nominated for Marshall Ph.D. Student Teaching Award

Fall 2017   Marketing Analytics (MBA Elective),

Teaching Assistant, Marketing Department, University of Southern California,

Instructor Lan Luo

Spring 2015   Economics of Development (graduate)

Teaching Assistant, HSBC Business School, Peking University, Instructor Gang Fan

Review Efforts

2025   Management Science, Production and Operations Management, Manufacturing & Service Operations Management, International Journal of Research in Marketing, SSHRC

2024   Marketing Science, Management Science, Production and Operations Management, Information Systems Research, International Journal of Research in Marketing

2023   Marketing Science, Management Science, Production and Operations Management, International Journal of Research in Marketing, Shankar-Spiegel Dissertation Proposal Award

2022   Management Science, International Journal of Research in Marketing

2021   Shankar-Spiegel Dissertation Proposal Award, Conference on Information Systems and Technology (CIST)

2020   International Conference on Information Systems (ICIS)

Professional Affiliations

American Marketing Association (AMA)

American Economic Association (AEA)

American Statistical Association (ASA)

Professional Experience

2016   TalkingData (China), intern *analyst*

2012   Bank of China (Zhejiang), international business department, intern *product manager*

2011   T&D Associates (China), anti-dumping & anti-trust team, intern *legal assistant*

2010   Supreme Court of Zhejiang, China, civil case department, intern *legal assistant*