

# Kai Zhu

## DIGITAL MARKETING

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### ARTICLES IN SCHOLARLY JOURNALS

ZHU K., KHERN-AM-NUAI W., YU Y.

**Negative Peer Feedback and User Content Generation: Evidence From a Restaurant Review Platform**  
Production and Operations Management, 2024

KRUPENKIN M., ZHU K., WALKER D., ROTHSCHILD D.

**If a Tree Falls in the Forest: Presidential Press Conferences and Early Media Narratives about the COVID-19 Crisis**

Journal of Quantitative Description: Digital Media, 2022, vol.2, pp.1-72

ZHU K., WALKER D., MUCHNIK L.

**Content Growth and Attention Contagion in Information Networks: Addressing Information Poverty on Wikipedia**

Information Systems Research, 2020, vol.31, no. 2, pp.491-509

LIU G., LI L., YANG J., FENG Y., ZHU K.

**Attribute reduction approaches for general relation decision systems**

Pattern Recognition Letters, 2015, vol.65, pp.81-87

LIU G., ZHU K.

**The relationship among three types of rough approximation pairs**

Knowledge-Based Systems, 2014, vol.60, pp.28-34

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### PROCEEDINGS/PRESENTATIONS

ZHU K., SHI Q., BANERJEE S.

**Platform Monetization and Unintended Consequences for Digital Cultural Markets: Evidence from a Two-sided Market for Book Promotions**

*Hawaii International Conference on System Sciences 2023 (HICSS-56), January 3-6, 2023, Maui, Hawaii, United States of America*

ZHU K., SHI Q., BANERJEE S.

**Platform Monetization and Unintended Consequences on its Ecosystem: Evidence from a Two-sided Market for Books**

*EMAC Annual Conference, May 24-27, 2022, Budapest, Hungary*

ZHU K., SHI Q., BANERJEE S.

**Platform Monetization in a Two-sided Market: A Natural Experiment on Goodreads.com**

