

Kai Zhu

DIGITAL MARKETING

ARTICOLI SU RIVISTA SCIENTIFICA

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

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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

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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, Stati Uniti d'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, Ungheria

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

