Kai Zhu

Assistant Professor

Knowledge Group: Marketing
Research Domains: Digital Marketing
Teaching Domains:

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Biography

Kai Zhu is Assistant Professor in the Department of Marketing at Bocconi University. He holds a PhD in Information Systems from Boston University.

His research broadly explores how digital technologies transform markets, media, politics, and society. He is especially interested in the digital transformation of cultural markets—such as news, books, movies, and music—using computational tools like machine learning, natural language processing, causal inference, and network analysis to analyze large-scale structured and unstructured data to uncover human behavior and systemic dynamics.

At Bocconi, he teaches courses including Data Mining for Marketing, Business, and Society and Large Language Models for Market Research.

Among his selected publications are works on content growth and attention dynamics in information networks, media narratives in crises, and peer feedback effects on platform user content.

Articles in Scholarly Journals

Monetizing Platforms: An Empirical Analysis of Supply and Demand Responses to Entry Costs in Two-Sided Markets
ZHU, K., Q. SHI, S. BANERJEE, "Monetizing Platforms: An Empirical Analysis of Supply and Demand Responses to Entry Costs in Two-Sided Markets", Management Science, 2025

Negative Peer Feedback and User Content Generation: Evidence From a Restaurant Review Platform
ZHU, K., W. KHERN-AM-NUAI, Y. YU, "Negative Peer Feedback and User Content Generation: Evidence From a Restaurant Review Platform", Production and Operations Management, 2024

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

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

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

ZHU, K., D. WALKER, L. MUCHNIK, "Content Growth and Attention Contagion in Information Networks: Addressing Information Poverty on Wikipedia", Information Systems Research, 2020, vol. 31, no. 2, pp. 491-509

Attribute reduction approaches for general relation decision systems

LIU, G., L. LI, J. YANG, Y. FENG, K. ZHU, "Attribute reduction approaches for general relation decision systems", Pattern Recognition Letters, 2015, vol. 65, pp. 81-87

The relationship among three types of rough approximation pairs

LIU, G., K. ZHU, "The relationship among three types of rough approximation pairs", Knowledge-Based Systems, 2014, vol. 60, pp. 28-34

Proceedings/Presentations

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

ZHU, K., Q. SHI, S. BANERJEE, "Platform Monetization and Unintended Consequences for Digital Cultural Markets: Evidence from a Two-sided Market for Book Promotions" in Hawaii International Conference on System Sciences 2023 (HICSS-56), January 3-6, 2023, Maui, Hawaii, United States of America

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

ZHU, K., Q. SHI, S. BANERJEE, "Platform Monetization and Unintended Consequences on its Ecosystem: Evidence from a Two-sided Market for Books" in EMAC Annual Conference, May 24-27, 2022, Budapest, Hungary

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

ZHU, K., Q. SHI, S. BANERJEE, "Platform Monetization in a Two-sided Market: A Natural Experiment on Goodreads.com" in 2021 Conference on Digital Experimentation @ MIT (CODE@MIT), November 4-5, 2021, (online), United States of America