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Knowledge Group: Marketing

Research Domains: Digital Marketing

Teaching Domains:

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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*, 2025, vol. 34, no. 12, pp. 3814–3829

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