

HONG ZHANG

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University of Arizona ◊ Eller College of Management

ACADEMIC EMPLOYMENT

Eller College of Management, University of Arizona

Tucson, AZ, USA

Assistant Professor in Management Information Systems

August 2025 -

Affiliated with the Center for the Management of Information (CMI)

EDUCATION

The University of Texas at Dallas

Richardson, TX, USA

Ph.D. in Information Systems

2019 - May 2025

WITS 2024 Best Dissertation Nomination

Chair: Zhiqiang (Eric) Zheng, Amit Mehra (Co-chair)

Committee Member: Hongchang Wang, Harpreet Singh

Wuhan University

Wuhan, China

B.S. in Information Systems

2015 - 2019

Outstanding Undergraduate Student (top 2%)

RESEARCH INTERESTS

Topics: AI, GenAI, Fintech and Blockchain, Platform Strategy/Design, Healthcare Analytics

Methodologies: Causal Inference, Deep Learning, Unstructured Multi-modal Analysis

PAPERS UNDER REVISION

- **Hong Zhang**, Hongchang Wang, Amit Mehra, and Zhiqiang (Eric) Zheng. “Chasing Market Growth and Matching Performance in Two-Sided Platforms: Evidence from the Lazy-Minting Policy in an NFT Marketplace”
 - *Minor Revision* in *Management Science*
 - *Best Student Paper Runner-up*, CIST 2022
 - *Best Paper Runner-up*, Boston Platform Strategy Symposium 2023
- **Hong Zhang**, Zhiqiang (Eric) Zheng, and Amit Mehra. “Extending the Digital Divide: The Role of Unequal Analytical Abilities” ([SSRN](#))
 - *Major Revision* in *MIS Quarterly*
 - *Best Paper Award Finalist*, WITS 2022
 - *Best Paper Award Finalist*, CSWIM 2023

WORKING PAPERS

- **Hong Zhang**, Hongchang Wang, Amit Mehra, and Zhiqiang (Eric) Zheng. “Pragmatism-Aware Knowledge-Data Fusion: Integrating External Domain Insights with Internal Data”
 - In preparation for journal submission

- *Best Paper Runner-Up*, WeB 2024
- Student Scholarship INFORMS Workshop on Data Science 2024
- **Hong Zhang**, Tianning Zhu, and Zhiqiang (Eric) Zheng. “Systematic Decision Mistakes and Strategic Gaming Behavior in Healthcare” (Target Journal: Management Science)
- **Hong Zhang** and Wanxue Dong. “Personalized Content Generation through Estimating Individualized Effects of Text-based Treatment: Evidence from Mental Health Support on Reddit” (Target Journal: Information Systems Research)

HONORS AND AWARDS

Research

- WITS Best Dissertation Award Finalist WITS 2024
- INFORMS ISS Doctoral Consortium CIST 2024
- ICIS Doctoral Consortium (Department Sole Nomination) ICIS 2024
- Best Paper Runner-up WeB 2024, Platform Symposium 2023, CIST 2022
- Best Paper Finalist CSWIM 2023, ICIS 2023, WITS 2022
- INFORMS Workshop on Data Science Student Scholarship WDS 2024
- JSOM Ph.D. Student of The Year Winner ([Link](#)) 2024
- JSOM Ph.D. Student of The Year Finalist 2023
- JSOM Dean’s Excellence Scholarship (\$1000) 2024
- Graduate Research Fellowship, The University of Texas at Dallas 2021-2022
- Graduate Studies Scholarship, The University of Texas at Dallas 2019-2024
- Outstanding Undergraduate Student (top 2%), Wuhan University 2019
- Outstanding Student (top 2%), Wuhan University 2016-2018
- ZengXianzi Scholarship (top 2%), Wuhan University 2016-2018

Teaching

- Outstanding Ph.D. Teacher of the Year (\$2000; Sole Award Winner) JSOM 2023
- President’s Teaching Excellence Award Nomination UTD 2023
- Graduate Teaching Certificate, The University of Texas at Dallas April 2023

CONFERENCE PRESENTATIONS

- Knowledge Fusion: Synergizing General Domain Knowledge with Internal Transaction Data for Enhanced Content Monetization
 - WITS 2024, Bangkok, Thailand, December 2024
 - WeB 2024, Bangkok, Thailand, December 2024
 - ICIS Doctoral Consortium 2024, Thailand, December 2024

- CIST 2024, Seattle, WA, October 2024
- INFORMS Workshop on Data Science, Seattle, WA, October 2024
- SCECR 2024, Lisbon, Portugal, June 2024
- UTD Biz AI Conference 2024, Richardson, TX, March 2024
- POMS 2024, Minneapolis, MN, April 2024
- INFORMS Annual Meeting 2023, Phoenix, AZ, October 2023
- Chasing Market Growth and Matching Performance in Two-Sided Platforms: Evidence from the Lazy-Minting Policy in an NFT Marketplace
 - Platform Strategy Research Symposium 2023, Boston, MA, July 2023 (Long Presentation)
 - PACIS Workshop 2023 - Blockchain in IS, Nanchang, China, July 2023
 - The Business of Blockchain Technology 2023, Miami, FL, May 2023
 - POMS 2023, Orlando, FL, May 2023
 - Big XII+ MIS Research Symposium 2023, Richardson, TX, March 2023
 - CIST 2022, Indianapolis, IN, October 2022
 - INFORMS Annual Meeting 2022, Indianapolis, IN, October 2022
- Market Efficiency in Blockchain-Enabled Marketplaces - A Perspective from Traders' Analytical Ability
 - ICIS 2023, India, December 2023
 - PACIS Workshop 2023 - Blockchain in IS, Nanchang, China, July 2023
 - CSWIM 2023, Changsha, China, June 2023
 - POMS 2023, Orlando, FL, May 2023
 - WITS 2022, Copenhagen, December 2022
 - CIST 2021, Newport Beach, CA, October 2021
 - INFORMS Annual Meeting 2021, Anaheim, CA, October 2021
 - SCECR 2021, Online, June 2021

INVITED SEMINAR TALKS

- Indiana University Bloomington, Kelley School of Business, October 2024
- Oregon State University, College of Business, October 2024
- University of Arizona, Eller College of Management, November 2024
- University of Georgia, Terry College of Business, November 2024
- Georgia Institute of Technology, Scheller College of Business, November 2024
- Arizona State University, W.P. Carey School of Business, November 2024

- University of Florida, Warrington College of Business, November 2024
- University of Washington, Foster School of Business, November 2024
- National University of Singapore, School of Computing, November 2024 (Online)
- University of Texas at Austin, McCombs School of Business (Canceled)
- University of British Columbia, Sauder School of Business (Canceled)
- Southern Methodist University, Cox School of Business (Canceled)

TEACHING EXPERIENCE

Co-Instructor (with Prof. Amit Mehra)

- **DBA 7416.S01 - Advanced Research Methods II - Causal Inference**
 - Taught causal inference using Python (e.g., OLS, PSM, DiD, IV)

Independent Instructor: Winner of 2023 Outstanding Ph.D. Teacher Award

- **ITSS 4381 Object Oriented Programming with Python**
 - Fall 2023 Evaluation: **5.00/5.00**
 - Spring 2024 Evaluation: **4.91/5.00**
 - Topic 1: Python language basics, such as functions, exception handling, objects and classes, data scraping, data visualization (matplotlib), etc.
 - Topic 2: Machine learning fundamentals and supervised learning models, such as logistic regression, decision tree, random forest, KNN, etc.
 - Topic 3: Generative AI techniques, such as prompt engineering, LLM-supervised fine-tuning, parameter configuration (e.g., temperature, top k, top p), etc.
- **ITSS 3311 Introduction to Programming with Java**
 - Spring 2023 Evaluation: **5.00/5.00**
 - Topics: Java language basics, such as loops, methods, arrays, etc.
- **RateMyProfessor Evaluation: 5.00/5.00**

Guest Lecturer

- Python Workshop with a Market Campaign Business case - UTD CISTech Leadership Council
- UTD JSOM Job Market Sharing
- FIN 6392 Financial Technology and Blockchain: Building an IBM blockchain to trace votes for the presidential election 2020

Teaching Assistant (Selected Courses)

- MIS 6386 Modeling for Business Analytics (Prof. Syam Menon) Fall 2022
- FIN 6392 Financial Technology and Blockchain (Prof. Eric Zheng) Spring 2021, Fall 2020
- MIS 6330 Cybersecurity Fundamentals (Prof. Atanu Lahiri) Fall 2020, Summer 2020

- ITSS 4360 Network and Info Security (Prof. Nate Howe) Summer 2020
- MIS 6317 Healthcare Informatics (Prof. Mehmet Ayvaci) Spring 2021

SERVICE

Invited Reviewer/Editor

- **Associate Editor:** PACIS 2026
- **Journals:** Management Science; MIS Quarterly; Information Systems Research; POM; Information Technology and Management; Electronic Commerce Research; Information and Management
- **Conferences:** HICSS (2023-2024), ICIS (2021-2025), WITS (2022-2023), PACIS (2023-2025), WI2025, CIST (2022)

Student

- PhD Dissertation Committee Member (U of Arizona): Tianyang Xie (2025)

Session Chair

- INFORMS Workshop on Data Science 2024 (*Session Topic:* Machine Learning Methods)
- WeB 2024 (*Session Topic:* Monetization and Economy)
- POMS 2024 (*Session Topic:* Generative AI and Large Language Models)
- INFORMS 2023 (*Session Topic:* Generative AI, Content Creation, Platforms)
- POMS 2023 (*Session Topic:* Platform Strategy and Mechanism Design)
- CIST 2022 (*Session Topic:* Blockchain)

Discussant

- WITS 2024

Conference Volunteer

- BizAI 2025, WITS 2022
- Panelist: UTD Undergraduate Research Information Session

SKILLS

AI Skills	PyTorch, Google Cloud Vision AI, Azure AI Vision, HuggingFace, Weights & Biases
Programming Skills	Python, R, Java, SQL, MATLAB
Statistical Skills	STATA, SPSS, SmartPLS
Other	Excel, Mathematica, L ^A T _E X