Jennifer Jie Zhang, PhD

Fellow, Eunice and James L. West
    Distinguished Professor
Professor, Information Systems and
    Operations Management

2003, PhD – Business Administration
2003, PhD – Computer Information Systems
University of Rochester

1997, BE – Engineering Economics
1997, BA – English
Tianjin University, China

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Dr. Zhang uses analytical and empirical techniques to closely examine issues in advanced and business applications of information technologies. Her research includes trend and business impacts of social media, digital marketing strategies, web analytics, online word-of-mouth and consumer online behaviors. Dr. Zhang has taught courses on e-commerce and web technologies, web and social analytics, management of digital enterprises, advanced web programing and object-oriented business programming.

Dr. Zhang has established a strong reputation in the areas of online word-of-mouth consumer buzz, social media and digital marketing. Her studies show that online word-of-mouth affect product sales. Consumers are partially rational in terms of realizing the bias and identifying the "truth" in reviews. And consumers discriminate the reviews based on the reviewer identities and characteristics. Her research discovers a J-shaped distribution of product reviews that is driven by self-selection behaviors in purchasing and reporting. The findings have important practical applications, e.g., designing rating presentations and detecting fake reviews.

Dr. Zhang was ranked as global top 24 (No. 2 among females) most frequently appearing authors in high-impact information systems journals during 2005-2014.

RESEARCH SPOTLIGHT

TITLE: *A Picture is Worth a Thousand Words: How Can Emotions in Project Images Drive the Success of Crowdfunding Campaigns?*
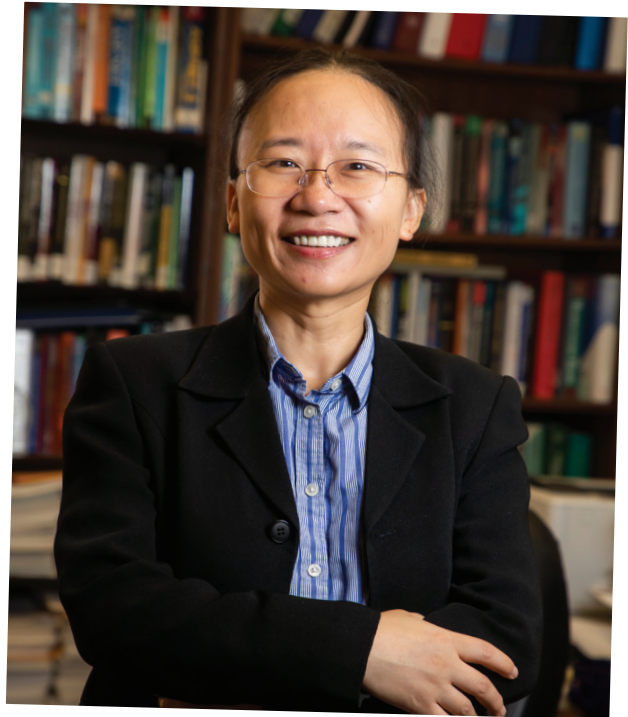
DR. ZHANG'S SUMMARY: More than 60 per-cent of crowdfunding campaigns fail to hit their goal. Hence, it is imperative to study how to improve their successfulness. This research focuses on the design of project images that display the themes and contents of the projects on a crowdfunding website. The study was conducted based on data collected from the popu-lar crowdfunding platform *kickstarter.com*. A deep neural network, machine-learning model was implemented to identify the emotions conveyed in the project images, such as amusement, awe, anger, contentment, disgust, excitement, etc. We empirically demonstrate several emotions, e.g. sad-ness, contentment and fear, strongly affect the outcomes of crowdfunding projects in terms of number of backers, funds raised, and percentage of goal achieved. From a design per-spective, we further explore what image aesthetic attributes (e.g. composition, color, contrast and content) evoke each emotion. These findings provide useful insights for seekers to design a successful crowdfunding campaign.

PUBLISHED RESEARCH: *MIS Quarterly, Journal of Economics and Management Strategy; Information Systems Research Journal; Journal of Management Information Systems; Decision Support Systems Journal; and Journal of Electronic Commerce, among others.*