

Ruiqi (Rich) Zhu

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Education

Georgia Institute of Technology, Scheller College of Business, Atlanta, GA

Ph.D. Candidate, Information Technology Management Aug 2019 – May 2025 (Expected)

- Advisor: Yu Jeffrey Hu
- Minor: Economics

Georgia Institute of Technology, College of Computing, Atlanta, GA

M.S., Computer Science Dec 2022

- Concentration: Machine Learning

Carnegie Mellon University, Heinz College of Information Systems and Public Policy, Pittsburgh, PA

B.S., Information Systems May 2019

- Double Major: Human-Computer Interaction
- Minor: Computer Science
- Dean's List with High Honors

Research Interests

Fintech, Social Media, Behavioral Finance, AI & Machine Learning

Working Paper

Ruiqi Rich Zhu, Cheng He, Yu Jeffrey Hu, “**The Dark Side of Algorithms? The Effect of Recommender Systems on Online Investor Behaviors**” *Under review*

Work in Progress

Hailiang Chen, Yinghua Li, Ruiqi Rich Zhu, Yu Jeffrey Hu, “**The Effect of Mergers and Acquisitions Rumors on Investor Behaviors**”

Conference Papers

- “The Dark Side of Algorithms? The Effect of Recommender Systems on Online Investor Behaviors.” Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO, May 21-23, 2023
- “The Effect of Recommender Systems on Online Investor Behaviors.” Workshop on Information Systems and Economics (WISE), Copenhagen, Denmark, Dec 14-16, 2022

- “The Effect of Recommender Systems on Online Investor Behaviors.” Conference on Digital Experimentation (CODE), Cambridge, MA, Oct 20-21, 2022
- “The Effect of Recommender Systems on Online Investor Behaviors.” INFORMS Annual Meeting, Indianapolis, IN, Oct 16-19, 2022
- “Do Recommender Systems Influence Online Investor Behaviors?” Conference on Information Systems and Technology (CIST), Indianapolis, IN, Oct 15-16, 2022
- “Do Recommender Systems Influence Online Investor Behaviors?” Statistical Challenges in Electronic Commerce Research (SCECR), Madrid, Spain, Jun 21-22, 2022
- “Do Recommender Systems Influence Online Investor Behaviors?” ISMS Marketing Science Conference, Virtual, Jun 16-18, 2022

Teaching

Course Instructor

- Database Management (online, undergraduate) Spring 2023
- Database Management (in-person, undergraduate) Spring 2022

Teaching Assistant

- Information Systems and Digital Transformation (undergraduate)
- Managing Information Resources (master/MBA)
- Data Analytics for Business (undergraduate, master/MBA)

Honors and Awards

- College-wide Graduate Teaching Assistant of the Year, Scheller College of Business 2023
- Georgia Tech Presidential Fellowship 2019 - 2023
- Georgia Tech Institute Fellowship 2019 - 2023
- Dean’s List with High Honors, Carnegie Mellon University 2019

Work Experience

- Research Intern, Shuidi, China** Jun 2021 – Aug 2021
- Studied consumer insurance product purchase behaviors in the context of medical crowdfunding
- Research Intern, Aibee, China** Jun 2019 – Aug 2019
- Examined how customer trajectory can predicting customer intentions and model offline behaviors
- Data Science Intern, LinkedIn, Mountain View** May 2018 – Aug 2018
- Analyzed search behaviors of job seekers and recruiters at LinkedIn; helped conduct A/B testing on searchers

Research Assistant, Stanford Vision Lab, Palo Alto Sep 2018 – Dec 2018

- Assisted the development of gestures and intentions for the social navigation robot Jackrabbot

Research Assistant, CMU HCI Institute, Pittsburgh Feb 2017 – May 2018

- Developed web pages for the peer assessment crowdsourcing platform

Event Director, CMU Summit, Pittsburgh Aug 2017 – May 2018

- Invited keynote speakers, sourced startups, organized guest presentations and tech recruiting events

User Experience Intern, Microsoft, China May 2017 – Aug 2017

- Helped Design developer experience HDInsight tools and Azure Data Lake.

Business Intern, Plug and Play, Sunnyvale May 2016 – Aug 2016

- Coordinated Silicon Valley mayors' trip in China and wrote proposals for cross-border startup projects

Services

- Session chair for INFORMS Financial Technologies session 2023
- Reviewer for Conference on Information Systems and Technology (CIST) 2021
- Reviewer for Electronic Commerce Research 2020

Organization Memberships

- INFORMS (The Institute for Operations Research and the Management Sciences)
- AIS (Association for Information Systems)
- AOM (Academy of Management)
- ACM (Association for Computing Machinery)

References

Yu Jeffrey Hu (Advisor)

Sharon A. And David B. Pearce Professor

Scheller College of Business, Georgia Institute of Technology

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