PURDUE UNIVERSITY | Mitch Daniels School of Business

Application to Attend the Digital Economics and AI Tutorial (Spring 2026)

Contact Information

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Program: PhD in Business (Management Information Systems)

Course of Graduate Study and Enrollment

I am currently a third-year PhD student at the Mitch Daniels School of Business at Purdue University. My doctoral training combines rigorous coursework in economics, data science, and information systems.

My completed coursework includes advanced doctoral-level training in microeconomic theory, macroeconomics, econometrics, and experimental economics. In addition, I have pursued substantial computer science and data science coursework, including deep learning, statistical machine learning, and data mining**.** This interdisciplinary training equips me to study the economic and behavioral impacts of generative AI using large-scale data and causal methods.

Research Interests and Current Projects

My research focuses on the economic and behavioral effects of generative AI in digital platforms and labor markets. Broadly, I study how AI tools change human production, evaluation, and demand, particularly when AI is integrated into decision environments rather than used in isolation. My work lies at the intersection of information systems and economics, with an emphasis on causal inference using large observational and experimental datasets. I am currently pursuing two primary research streams:

1. Generative AI in User-Generated Content (UGC)

This stream examines how real-time AI assistance affects the production and evaluation of online content, with a particular focus on online reviews.

One working paper, “AI in the Pen: How Real-Time AI Writing Guidance Shapes Online Review Generation,” studies Yelp’s in-product AI writing guidance feature. Using a quasi-experimental research design, I examine how AI guidance affects review length, content focus, linguistic style, and perceived helpfulness. The project highlights how embedded AI tools, rather than optional AI adoption, can meaningfully reshape user behavior at scale.

A second working paper, "Status Recognition and AI Use in Online Reviews," examines how platform-awarded status (e.g., Yelp Elite recognition) shapes users' likelihood of adopting AI tools. In collaboration with a leading AI text detection company, I study how status recognition influences AI use in reviews and the downstream consequences for audience trust and perceived authenticity. This project contributes to understanding how social incentives interact with AI availability, and how AI use may create unintended platform governance challenges.

2. Generative AI and the Labor Market

My second research stream studies how generative AI reshapes labor market demand from the employer side. I am working with a large-scale job posting dataset covering 2010–2025, which allows me to analyze the evolution of task requirements over time.

In this project, I construct a generative AI exposure measure based on detailed job descriptions, identifying tasks likely to be augmented, substituted, or complemented by recent advances in large language models. This approach enables me to examine how generative AI changes employer demand across occupations, industries, and skill types, and whether AI acts primarily as a substitute for labor or as a complement that reshapes task composition.

Together, these projects aim to provide a unified understanding of how generative AI alters production incentives, evaluation standards, and demand structures in both digital platforms and labor markets.

Dissertation Committee Members (Purdue University, Daniels School of Business):

- Zaiyan Wei, David and Margaret Crow Rising Star Associate Professor (Chair)
- Alex Moehring, Assistant Professor
- Daisy Dai, Assistant Professor

I am very interested in attending the tutorial meeting, as it aligns closely with my research agenda and methodological approach. I believe the meeting would provide valuable guidance and feedback at a critical stage of my doctoral training, as I advance my working papers toward dissertation projects.

Thank you for your consideration!