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Doctoral Study and Academic Background

I am a fifth-year Ph.D. candidate in Information Systems at Carnegie Mellon University's Heinz College of Information Systems and Public Policy. I began my doctoral studies in August 2022 and expect to graduate in May 2027. Before joining Carnegie Mellon, I earned an M.Phil. in Quantitative Marketing from the Chinese University of Hong Kong (2020–2022) and a B.A. in Economics from Ocean University of China (2016–2020).

My doctoral training combines economics, econometrics, and machine learning, with coursework in microeconomic theory, empirical industrial organization, economics of networks, causal inference, structural modeling, deep learning, and multimodal machine learning. My research applies causal inference and computational methods to study the economic impacts of artificial intelligence and digital platforms.

Research Interests and Dissertation

My research interests lie at the intersection of digital economics, generative AI, and platform governance. I am particularly interested in how platform policies governing emerging technologies influence consumer behavior, firm performance, and competition in digital markets. Methodologically, I combine quasi-experimental research designs with large-scale platform data and machine learning techniques.

My dissertation, provisionally titled "Essays on Platform Governance and Generative AI," examines how platforms govern, deploy, and monetize AI technologies and the resulting economic consequences for consumers, businesses, and platform competition.

My dissertation committee consists of:

- Beibei Li, Professor of Technology & Management, Carnegie Mellon University (Co-Chair)
- Rahul Telang, Trustees Professor of Information Systems, Carnegie Mellon University (Co-Chair)
- D. Daniel Sokol, Professor of Law, University of Southern California

Job Market Paper: Generative AI Content Governance and Market Outcomes

My job market paper, "Generative AI Content Governance and Market Outcomes: Evidence from Food Delivery Platforms," coauthored with Beibei Li and Rahul Telang, studies how platform restrictions on AI-generated content affect economic outcomes in digital marketplaces.

The rapid adoption of generative AI enables businesses to create appealing marketing content at low cost, but also raises concerns about authenticity, information quality, and consumer trust. These tensions create an important governance challenge for digital platforms: should platforms restrict AI-generated content to protect information integrity, or allow businesses greater flexibility in content creation?

I study this question in the context of Indian food delivery platforms. In August 2024, Zomato introduced a platform-wide policy restricting AI-generated food images, while its major competitor, Swiggy, continued to permit such images. This policy change provides a natural experiment for examining the economic consequences of platform-level generative AI governance.

I combine large-scale food delivery transaction data, comprising more than three million restaurant-week observations, with computational image analysis of approximately 86,000 food images. Using difference-in-differences and event-study designs, I examine how the policy affects restaurant order volume, revenue, and competitive outcomes. I also investigate whether the effects vary with restaurants' exposure to AI-generated imagery and local market competition.

The findings suggest that restricting AI-generated food imagery can improve restaurant order volume and revenue on the regulating platform relative to its competitor. More broadly, the study highlights how the economic consequences of generative AI depend not only on technological capabilities but also on the governance rules established by digital platforms.

The paper is currently under major revision at *Management Science* and received the Vithala Rao Award for Best Ph.D. Student Paper at the 2026 USC AI in Management Conference.

Other Ongoing Research

My broader research agenda examines how the deployment and monetization of generative AI reshape digital markets. In "Monetization of Generative AI: Advertising, User Engagement, and Market Outcomes," coauthored with Beibei Li and D. Daniel Sokol, I investigate how the introduction of advertising in ChatGPT affects user engagement and competition among generative AI applications, exploiting geographic variation in advertising rollout.

In related work, "LLM Capability Upgrades and User Demand: Engagement, Cannibalization, and Task Allocation," coauthored with Yiyang Song and Beibei Li, I study how improvements in language model capabilities influence user demand and the allocation of tasks across AI technologies.

Together, these projects seek to understand how generative AI influences digital market outcomes through platform governance, monetization strategies, and technological innovation.

Interest in the NBER Tutorial

I am eager to participate in the NBER Digital Economics and AI Tutorial to engage with leading researchers studying the economics of AI and digital platforms. The tutorial would provide a valuable opportunity to receive feedback on my research, learn about emerging theoretical and empirical approaches, and exchange ideas with scholars working on related questions. I would be particularly interested in discussions of AI governance, digital platform competition, and the economic implications of generative AI adoption.