

Feng Mai

Tippie College of Business
University of Iowa
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ACADEMIC EXPERIENCE

Tippie College of Business, University of Iowa
2024 - Associate Professor of Business Analytics (with tenure)
2024 - Henry B. Tippie Research Fellow

School of Business, Stevens Institute of Technology
2022 - 2024 Associate Professor (with tenure)
2023 - 2024 Area Coordinator of Information Systems & Analytics
2015 - 2022 Assistant Professor

EDUCATION

2015 Ph.D., Business Administration University of Cincinnati
Department of Operations, Business Analytics, and Information Systems
2010 M.S., Statistics Miami University
2008 B.A., Mathematics Wabash College
Minor: Economics, Computer Science

RESEARCH

Research Areas: Computational Social Science, FinTech, Digital Platforms and Online Communities, Culture and Values

Google Scholar Citations (as of Sep 2026): 4,831; h-index = 23; i10-index = 25

Journal Articles¹

1. Rong (Emily) Liu, Zihan Chen^[s], Denghui Zhang, Feng Mai, and Xuying Zhao. "Leveraging Clickstream Data for Sales Forecasting: A Graph Neural Network Approach," 2026. ***Production and Operations Management***, forthcoming [FT50, UTD24, Tippie A]
2. [=]Feng Mai, Jingyi Sun, Muer Yang. 2026. "Voting Wait Times and Political Misinformation on Social Media," ***Production and Operations Management***, published online [FT50, UTD24, Tippie A]
3. [=]Kai Li, Feng Mai, Rui Shen, Chelsea Yang, Tengfei Zhang. 2026. "Dissecting Corporate Culture Using Generative AI," ***Review of Financial Studies***, 39(1): 253–296 [FT50, UTD24, Tippie A (Finance)]
4. [=]Kai Li, Feng Mai, Gabriel Wong, Chelsea Yang, Tengfei Zhang. 2026. "Female Equity Analysts and Corporate Environmental and Social Performance," ***Management Science***, published online [FT50, UTD24, Tippie A]
5. Rui Xie, Wen Zhang, Zhenzhong Ma, Feng Mai, and Jian Li. 2026. "Heuristic or Systematic? Effects of Information Cues on Dynamics of Consumers Conversion in Live Streaming E-Commerce", ***Journal of Business Research***, 206: 115941.

¹FT50: Financial Times 50 Journal List; UTD24: UT Dallas Journal List; Tippie A: Premier or Top Journal at Tippie College of Business.

[=]: Equal or alphabetical authorship; [s]: Student when submitted.

6. Hoorsana Damavandi, Feng Mai, and Vivek Astvansh. 2025. "A New Technique for Measuring a Firm's Marketing Emphasis," **Marketing Letters**, 36(4): 823-837 [Tippie A (Marketing)]
7. Nagihan Çömez-Dolgan, Başak Tanyeri-Günsür, Feng Mai, Xuying Zhao, Sarv Devaraj. 2025. "Lean Operations and Firm Resilience: Contrasting Effects of COVID-19 and Economic Recession," **Omega**, 135: 103308
8. Kanix Wang, Feng Mai, Zhe Shan, Dawei Zhang, Xiaosong (David) Peng. 2025. "Analyzing Professional Ethics of Physicians Using Online Patient Reviews: A Machine Learning Approach," **Production and Operations Management**, published online [FT50, UTD24, Tippie A]
9. [=]Bei Yan, [=]Feng Mai, Chaojiang Wu, Rui Chen, and Xiaolin Li. 2024. "A Computational Framework for Understanding Firm Communication During Disasters", **Information Systems Research**, 35(2): 590-608 [FT50, UTD24, Tippie A]
10. Qiang Wang, Wen Zhang, Jian Li, Feng Mai, Zhenzhong Ma. 2024. "The Devil is in the Details! Effect of Differentiated Platform Governance on Online Review Manipulation," **Humanities and Social Sciences Communications**, 11: 1352.
11. Lei (Nico) Zheng^[s], Feng Mai, Bei Yan, Jeffrey V. Nickerson. 2023. "Stigmergy in Open Collaboration: An Empirical Investigation Based on Wikipedia." **Journal of Management Information Systems**, 40(3): 983-1008 [FT50, Tippie A]
12. Feng Mai, Dong-Gil Ko, Zhe Shan, Dawei Zhang. 2023. "The Impact of Accelerated Digitization on Patient Portal Use by Underprivileged Racial Minority Groups During COVID-19: Longitudinal Study." **Journal of Medical Internet Research**, 25: e44981
13. Qiang Wang, Wen Zhang, Jian Li, Feng Mai, Zhenzhong Ma. 2022. "Effect of online review sentiment on product sales: The moderating role of review credibility perception", **Computers in Human Behavior**, 133: 107272
14. [=]Kai Li, Xing Liu^[s], Feng Mai, and Tengfei Zhang^[s]. 2021. "The Role of Corporate Culture in Bad Times: Evidence from the COVID-19 Pandemic", **Journal of Financial and Quantitative Analysis**, 56 (7): 2545-2583. [FT50, Tippie A (Finance)]
15. Chaojiang Wu, Feng Mai, and Xiaolin Li. 2021. "The Effect of Content Depth and Deviation on Online Review Helpfulness: Evidence from Double-Hurdle Model." **Information & Management** 58 (2): 103408.
16. [=]Kai Li, Feng Mai, Rui Shen, and Xinyan Yan. 2021. "Measuring Corporate Culture Using Machine Learning." **The Review of Financial Studies**, 34(7): 3265-3315. [FT50, UTD24, Tippie A (Finance)]
 - Best Paper Award Semifinalist at FMA 2018
 - Big Data in Finance SI
17. [=]Rong Liu, Feng Mai, Zhe Shan, and Ying Wu. 2020. "Predicting Shareholder Litigation on Insider Trading from Financial Text: An Interpretable Deep Learning Approach." **Information & Management** 57 (8): 103387.
 - Best Paper award semifinalist at FMA 2020
18. [=]Dong-Gil Ko, Feng Mai, Zhe Shan, and Dawei Zhang. 2019. "Operational Efficiency and Patient-centered Health Care: A View from Online Physician Reviews." **Journal of Operations Management** 65 (4): 353-79. [FT50, UTD24, Tippie A]
19. Feng Mai, Shaonan Tian, Chihoon Lee, and Ling Ma^[s]. 2019. "Deep Learning Models for Bankruptcy Prediction Using Textual Disclosures." **European Journal of Operational Research** 274 (2): 743-58. [Tippie A]
 - Association of European Operational Research Societies (EURO) Award for the Best EJOR Paper
20. Lei (Nico) Zheng^[s], Christopher M. Albano^[s], Neev M. Vora^[s], Feng Mai, and Jeffrey V. Nickerson. 2019. "The Roles Bots Play in Wikipedia." **Proceedings of the ACM on Human-Computer Interaction** 3 (CSCW): 1-20.

- Honorable Mention Award

21. Xiaolin Li, Chaojiang Wu, and Feng Mai. 2019. "The Effect of Online Reviews on Product Sales: A Joint Sentiment-Topic Analysis." *Information & Management* 56 (2): 172–84.
22. Ying Liu, Feng Mai, and Chris MacDonald. 2019. "A Big-Data Approach to Understanding the Thematic Landscape of the Field of Business Ethics, 1982–2016." *Journal of Business Ethics* 160 (1): 127–50. [FT50]
23. Feng Mai, Zhe Shan, Qing Bai, Xin Wang, and Roger H. L. Chiang. 2018. "How Does Social Media Impact Bitcoin Value? A Test of the Silent Majority Hypothesis." *Journal of Management Information Systems* 35 (1): 19–52. [FT50, Tippie A]
 - Lead article in Financial IS, Underlying Technologies, and the FinTech Revolution SI
 - Presented at ICIS 2015 (selected into the breakout session) and FMA 2015
24. Feng Mai, Michael J. Fry, and Jeffrey W. Ohlmann. 2018. "Model-Based Capacitated Clustering with Posterior Regularization." *European Journal of Operational Research* 271 (2): 594–605. [Tippie A]
25. Feng Mai, Matthew W. Ford, and James R. Evans. 2018. "An Empirical Investigation of the Baldrige Framework Using Applicant Scoring Data." *International Journal of Quality & Reliability Management* 35 (8): 1599–1616.
26. Fei Qin, Feng Mai, Michael J. Fry, and Amitabh S. Raturi. 2016. "Supply-Chain Performance Anomalies: Fairness Concerns under Private Cost Information." *European Journal of Operational Research* 252 (1): 170–82. [Tippie A]
27. Xin (Shane) Wang, Neil T. Bendle, Feng Mai, and June Cotte. 2015. "The Journal of Consumer Research at 40: A Historical Analysis." *Journal of Consumer Research* 42 (1): 5–18. [FT50, UTD24, Tippie A (Marketing)]
 - † Invited lead article
28. James R. Evans and Feng Mai. 2014. "Insights From the Baldrige Award Item-Level Blinded Applicant Scoring Data." *Quality Management Journal* 21 (2): 45–64.
29. [=]Xin (Shane) Wang, Feng Mai, and Roger H. L. Chiang. 2014. "Database: Market Dynamics and User-Generated Content About Tablet Computers." *Marketing Science* 33 (3): 449–58. [FT50, UTD24, Tippie A (Marketing)]

Journal Articles under Revision or Review

30. Xiaoxuan (Cleo) Xu^[s], Feng Mai, and Jingyi Sun. "The Deplatforming Paradox." Revise and resubmit at *MIS Quarterly* [FT50, UTD24, Tippie A]

Refereed Conference Papers and Presentations²

31. Feng Mai, Dong-Gil Ko, Zhe (Jay) Shan, and Dawei (David) Zhang. 2020. "Is COVID-19 Widening the Racial Digital Divide in Healthcare? Evidence from Patient Portal Usage." *Pre-ICIS Health Information Technology Symposium (HITS)*.
 - Featured Presentation
32. * Ameya Vaidya^[s], Feng Mai, and Yue Ning. 2020. "Empirical Analysis of Multi-Task Learning for Reducing Identity Bias in Toxic Comment Detection." *AAAI International Conference on Web and Social Media (ICWSM)*, 14(1): 683–693.
33. * Feng Mai, Zihan Chen^[s], and Aron Lindberg. 2019. "Does Sleep Deprivation Cause Online Incivility? Evidence from a Natural Experiment." *International Conference on Information Systems (ICIS)*. [CORE A* conference]

²* indicates full-length papers; others are workshop, research-in-progress papers, or posters.

34. * Lei (Nico) Zheng^[s], Feng Mai, Deborah M. Gordon, and Jeffrey Nickerson. 2019. "Bursty Coordination in Online Communities." *International Conference on Information Systems (ICIS)*. [CORE A* conference]
35. Lei (Nico) Zheng^[s], Feng Mai, Deborah M. Gordon, and Jeffrey V. Nickerson. 2018. "Bursty Coordination in Online Communities." *Workshop on Information Technologies and Systems (WITS)*.
36. Jeffrey V. Nickerson, Lei (Nico) Zheng^[s], Christian Bouwense^[s], Feng Mai, and Deborah M. Gordon. 2018. "Implicit Coordination in Peer Production Networks." *ACM Collective Intelligence Conference (CI)*.
37. Dong-Gil Ko, Feng Mai, Zhe Shan, and Dawei (David) Zhang. 2017. "Improving Patient Satisfaction by Managing Paradoxical Tensions Arising from Operational Processes: Evidence from Online Patient Generated Physician Reviews." *China Summer Workshop on Information Management (CSWIM)*.
38. Dong-Gil Ko, Feng Mai, and Zhe Shan. 2015. "Managing Paradoxical Tensions to Improve Patient Care Quality: A View from the Patients through Online Physician Reviews." *Workshop on Information Technologies and Systems (WITS)*.
39. * Feng Mai, Qing Bai, Zhe (Jay) Shan, Xin (Shane) Wang, and Roger H. L. Chiang. 2015. "The Impacts of Social Media on Bitcoin Performance." *International Conference on Information Systems (ICIS)*. [CORE A* conference]

Grants

1. Stevens Institute of Technology, start-up grant, \$8,000
2. Accenture, Co-PI (with Zhenyu Cui), Blockchain in Financial Service Analytics, \$10,000 (Status: Awarded 01/2017)
3. National Natural Science Foundation of China (NSFC), main collaborator (with Fei Qin), Consumer trade-in programs and e-Commerce, 524,000 RMB (Status: Awarded 08/2017, Grant 71771158)
4. The Risk Institute (Ohio State University Fisher College of Business), Co-PI (with Kai Li, Xinyan Yan, and Rui Shen), Cultural Fit and Merger Success, \$20,000 (Status: Awarded 04/2017)
5. Social Sciences and Humanities Research Council (SSHRC) of Canada, main collaborator (with Kai Li and Huasheng Gao), Corporate culture mergers and acquisitions and corporate innovation outcome, CAD \$181,436 (Status: Awarded 04/2018)
6. Jefferies Data Science PhD Fellowship: Financial Event Extraction and Prediction from Text: Combining Semantic Parsing with Graph Neural Networks, \$140,000 (2 years), PI/Faculty Advisor. (Status: Awarded 01/2022)
7. Social Sciences and Humanities Research Council (SSHRC) of Canada, main collaborator (with Kai Li, Rui Shen, Feng Zhang), Gender, competition, and performance: International evidence. CAD \$208,790. (Status: Awarded 2022)

Media Coverage

NIST.gov, Quality Progress, London School of Economics Business Review, Yahoo! Finance, Metro, inverse.com, Phys.org, Digital Trends, Cointelegraph

TEACHING

Courses Taught

University of Iowa

- Data Science (BAIS6070)
- Applied Deep Learning (BAIS6250)

Stevens Institute of Technology

- Multivariate Data Analysis (BIA652)
- Social Network Analytics (BIA658)

- Special Topics in BI&A (BIA800)
- Research in Management (MGT960)

University of Cincinnati

- Business Analytics I (BANA2081)
- Business Analytics II (BANA2082)
- Decision Models (BANA3980)
- Business Statistics (QA281)

Pedagogical Articles

1. "Understanding Co-Authorship among Consumer Behavior Scholars", with Neil Bendle and Xin Wang, *Journal for Advancement of Marketing Education*, 24(1), 2016.
2. "Teaching Data Mining to Business Undergraduate Students Using R", with Chaojiang Wu and Yan Yu, *Business Education Innovation Journal*, 7(2), 2015.

ADVISING

Ph.D. Students (as Advisor)

1. Stella Yang (2025-), Co-Advised with Kang Zhao
2. Qian Deng (2024-)
3. Xiaoxuan Xu (2023-), Co-Advised with Jingyi Sun
4. Maher Kassar (2022-2023), Advisor (interim)
5. Zihan Chen (2025), Advisor, Placement: Applied Scientist at Amazon
6. Ji Sui (2023), Co-Advised with Jing Chen, Placement: Tenure-Track Assistant Professor at State University of New York Polytechnic Institute
7. Nico Zheng (2023), Co-Advised with Jeffrey Nickerson, Placement: Tenure-Track Assistant Professor at University of Massachusetts Boston

Ph.D. Students (as Committee Member)

1. Hongju Ren (2025), Placement: Tenure-Track Assistant Professor at Winthrop University
2. Jacob Erickson (2024), Placement: Visiting Assistant Professor at Vassar College
3. Dongxu Li (2024), Placement: Quantitative Analytics Associate at J.P. Morgan
4. Shuang Wu (2023), Placement: Tenure-Track Assistant Professor at Sacred Heart University
5. Meghana Vaidya (2023), Placement: Tenure-Track Assistant Professor at Marist College
6. Ziyi Xiong (2023), Placement: Tenure-Track Assistant Professor at University of Tennessee at Chattanooga
7. Milos Topic (2019), Placement: Vice President of IT & Operations at Saint Peter's University
8. Siwei Zhu (2018), Placement: Tenure-Track Assistant Professor at Minnesota State University Moorhead

PRESENTATIONS

- Orchestrating Multimodal AI Models to Analyze Supportive Health Communication in Short Videos, Workshop on Information Technologies and Systems (WITS), 2025
- Operational Inefficiencies and Misinformation?, INFORMS Annual Meeting, 2024
- Cleansing Public Discourse: Are Subreddit Bans Effective?, INFORMS Annual Meeting, 2023
- Making Sense of Bot Moderation in Online Communities with Large Language Models, INFORMS Annual Meeting, 2023
- Female Equity Analysts and Corporate Environmental and Social Performance, Weinberg/ECGI Corporate Governance Symposium, 2023
- How Should Firms Communicate on Social Media During Disasters? A Competing Values Framework for Disaster Management, INFORMS Annual Meeting, 2022

- Incorporating Learning Machines into Online Community Governance: Evidence from Wikipedia's Anti-Vandal Bots, INFORMS Annual Meeting, 2022
- Leveraging Clickstream Data for Sales Forecasting: A Graph Neural Network Approach, INFORMS Annual Meeting, 2022
- How Should Firms Communicate on Social Media During Natural Disasters? A Competing Values Framework, UTSA Disaster Management Workshop, 2022
- The Monitoring Role of Online Physician Reviews on Prescription Behavior, Conference on Health IT and Analytics (CHITA), 2020
- Measuring Corporate Culture Using Machine Learning, Central University of Finance and Economics, 2019
- Does Sleep Deprivation Cause Online Incivility? Evidence from a Natural Experiment, DSI Annual Meeting, 2019
- Social Processes and Earnings Management: Evidence from Online Employee Reviews, DSI Annual Meeting, 2018
- Text-Based Industry Network: A Word Embedding Approach, INFORMS Annual Meeting, 2017
- Social Processes and Earnings Management: Evidence from Online Employee Reviews, INFORMS Annual Meeting, 2017
- Product Attribute Embedding Model, INFORMS Annual Meeting, 2016
- The Impacts of Social Media on Bitcoin Performance, International Conference on Information Systems (ICIS), 2015
- Managing Paradoxical Tensions to Improve Patient Satisfaction, Annual Workshop on Health IT and Economics (WHITE), 2015
- Market Structure Analysis via Online Reviews, INFORMS Annual Meeting, 2014
- Learning Product Knowledge from Online Reviews, POMS Annual Meeting, 2014
- The Antecedents and Consequences of Plant Closing Announcement, INFORMS Annual Meeting, 2011

ACADEMIC HONORS & AWARDS

- *David and Lois Gardner Faculty Award for Mid-Career Excellence*, Tippie College of Business, University of Iowa, 2026
- *Tippie Research Excellence Grant Award*, Tippie College of Business, University of Iowa, 2026 (\$6,000)
- *WITS Best Paper Award Runner-Up*, 2025
- *AIS SIGDSA Best Paper Award (Research-in-Progress)*, 2025
- *Winner of John L. Weinberg/IRRCi Research Paper Award Competition*, 2023
- *EURO Award for the Best EJOR Paper*, Association of European Operational Research Societies, 2022
- *Bright Ideas Award*, New Jersey Policy Research Organization (NJPRO), 2021
- *Provost's Top Researchers' Reception*, Stevens Institute of Technology, 2019
- *Research Fellow*, The Risk Institute (Ohio State University), 2017-2019
- *Teaching Excellence Commendation*, Vice Provost for Academics (Stevens), 2015 - 2020
- *Outstanding Graduate Student Research Award*, Lindner College of Business, University of Cincinnati, 2015
- *University Graduate Scholarship*, University of Cincinnati, 2010-2014
- *Siddall Travel Grant*, Lindner College of Business, University of Cincinnati, 2012-2015
- *Graduate Assistantship*, Department of Statistics, Miami University, 2008-2010
- *Journal Award*, Department of Statistics, Miami University, 2010
- *Winner of Digital Literacy Contest*, Miami University, 2010
- *Presidential Scholarship*, Wabash College, 2004-2008
- *J. Crawford Polley Mathematical Writing Prize*, Sciences Division, Wabash College, 2006

SERVICE

Profession

Reviewer (Journal): Decision Sciences Journal (DSJ), Decision Sciences Journal of Innovative Education (DSJIE), Electronic Commerce Research and Applications (ECRA), European Journal of Operational Research (EJOR), Expert Systems with Applications (ESWA), IEEE Transactions on Engineering Management (IEEE-TEM), International Journal of Forecasting (IJF), Information Systems Research

(ISR), International Journal of Electronic Commerce (IJE), International Journal of Operations & Production Management (IJOPM), Journal of Corporate Finance (JCF), Journal of Banking and Finance (JBF), Journal of Financial and Quantitative Analysis (JFQA), Journal of Management Information Systems (JMIS), Journal of Operations Management (JOM), Journal of Organizational Computing and Electronic Commerce (JOCEC), Journal of the American Statistical Association (JASA), Journal of the Operational Research Society (JORS), Management Science (MS), MIS Quarterly (MISQ), Production and Operations Management (POM).

Associate Editor: ICIS

Editorial Board Member: Frontiers in Blockchain

Reviewer (Conference): DSI, ECIS, ICIS, HICSS, WITS, CSCW

Reviewer (Funding Agency): NSF

Session Chair: 2014 POMS Annual Conference (Business Analytics), 2018 DSI Annual Conference (Social Media), 2020 Conference on Health IT and Analytics (CHITA) (Prescription Panel)

Program Co-Chair: INFORMS Workshop on Data Science (DS2026), 2026

Co-Chair, Mini-Track Chairs: FinTech, Hawaii International Conference on System Sciences (HICSS)

Program Committee: WITS, 2021-present; AIS SIGDSA and MWAIS, 2025-present

Publicity Chair: INFORMS College of Artificial Intelligence (CAI), 2024-present

University

University of Iowa

As Chair:

- Department Research Committee, 2025-2026
- Tenure-Track Faculty Search Committee, 2026-2027

As Member:

- College Research Committee, 2024-2026
- Department Research Committee, 2024-2025
- Instructional-Track Faculty Search Committee, 2024-2025

Stevens Institute of Technology

As Chair:

- Assistant Professor in Information Systems Search Committee, 2021-2022
- Assistant Professor in Analytics Search Committee, 2022-2023; 2023-2024
- Area Academic Committee (Information Systems and Analytics), 2023-2024

As Member:

- Institute Undergraduate Studies Committee, 2017-2019
- Institute Curriculum Committee, 2020-2021
- Business Intelligence & Analytics Program Committee, 2015-2024
- Undergraduate Curriculum Committee, 2017-2019
- Best Dissertation Award Committee, 2017-2018
- PhD in Business Administration/Financial Engineering Program Committee, 2018-2019; 2022-2024
- PhD in Data Science Program Committee, 2021-2024
- Assistant Professor in Business Statistics Search Committee, 2020-2021
- Assistant Professor in Information Systems Search Committee, 2020-2021; 2023-2024
- Assistant Professor in FinTech Search Committee, 2021-2022; 2023-2024
- Strategic Planning Committee, 2022-2023

University of Cincinnati

President, Graduate Student Business Association, 2013-2014

Secretary, OMEGA RHO Honor Society of INFORMS, 2013-2014

PROFESSIONAL AFFILIATIONS

Association for Information Systems (AIS)

The Institute for Operations Research and the Management Sciences (INFORMS)