

Kai Zhu

DIGITAL MARKETING

ARTICOLI SU RIVISTA SCIENTIFICA

ZHU K., KHERN-AM-NUAI W., YU Y.

Negative Peer Feedback and User Content Generation: Evidence From a Restaurant Review Platform
Production and Operations Management, 2024

KRUPENKIN M., ZHU K., WALKER D., ROTHSCHILD D.

If a Tree Falls in the Forest: Presidential Press Conferences and Early Media Narratives about the COVID-19 Crisis

Journal of Quantitative Description: Digital Media, 2022, vol.2, pp.1-72

ZHU K., WALKER D., MUCHNIK L.

Content Growth and Attention Contagion in Information Networks: Addressing Information Poverty on Wikipedia

Information Systems Research, 2020, vol.31, no. 2, pp.491-509

LIU G., LI L., YANG J., FENG Y., ZHU K.

Attribute reduction approaches for general relation decision systems

Pattern Recognition Letters, 2015, vol.65, pp.81-87

LIU G., ZHU K.

The relationship among three types of rough approximation pairs

Knowledge-Based Systems, 2014, vol.60, pp.28-34
