

# Zefeng Bai | Curriculum Vitae

Assistant Professor of Business Analytics  
Information and Technology Management Department  
The University of Tampa  
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[zbai@ut.edu](mailto:zbai@ut.edu)

## EDUCATION

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<b>PhD in Business (Business Analytics Track)</b> <i>Bentley University</i>	<b>May 2022</b> <i>Waltham, MA</i>
<b>MS in Management (Concentration in Finance)</b> <i>New Jersey Institute of Technology</i>	<b>Dec 2015</b> <i>Newark, NJ</i>
<b>BS in Business (Major in Finance)</b> <i>Iowa State University</i>	<b>May 2014</b> <i>Ames, IA</i>

## TEACHING EXPERIENCE

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<b>[1] Visiting Assistant Professor at Babson College</b>	<b>Fall 2022 – Spring 2023</b>
<i>Graduate level courses</i>	
QTM 7571 Machine Learning Methods for Business SN1 (Spring 2023)	4.24/5.00
QTM 7571 Machine Learning Methods for Business SN2 (Spring 2023)	4.49/5.00
<i>Undergraduate level courses</i>	<i>Student Evaluations of Teaching</i>
QTM 2000 Case Studies in Business Analytics SN1 (Spring 2023)	4.63/5.00
AQM 2000 Predictive Business Analytics SN1 (Fall 2022)	4.61/5.00
AQM 2000 Predictive Business Analytics SN3 (Fall 2022)	4.75/5.00
<b>[2] Adjunct lecturer at Bentley University</b>	<b>Fall 2019 – Spring 2022</b>
<i>Graduate level courses</i>	<i>Student Evaluations of Teaching</i>
GR 521 Managerial Statistics HB3 (Fall 2021)	5.69/6.00
<i>Undergraduate level courses</i>	<i>Student Evaluations of Teaching</i>
MA 214 Intermediate Applied Statistics SN2 (Spring 2022)	5.96/6.00
MA 214 Intermediate Applied Statistics SN1S (Summer 2021)	5.80/6.00
MA 214 Intermediate Applied Statistics SN1 (Spring 2021)	5.81/6.00
GB 213 Business Statistics SN3 (Fall 2020)	5.66/6.00
GB 213 Business Statistics SN6 (Fall 2020)	5.80/6.00
GB 213 Business Statistics SN2 (Spring 2020)	5.93/6.00
GB 213 Business Statistics SN7 (Fall 2019)	5.51/6.00
○ Completion of “Fundamentals of Online Teaching” Training <i>Online Learning Consortium</i>	July 26, 2020 <i>Needham, MA</i>

## RESEARCH INTERESTS

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Business Analytics; Predictive Modeling; Applied Mathematics/Statistics; Applied Microeconometrics.

## SKILLS

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Proficient in R, STATA, JMP, SPSS, Excel, and other Microsoft Office packages. Knowledge in Python, Tableau, and SAS Enterprise Miner.

## PUBLICATIONS

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### *Journal Articles*

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- [1] Bai, Z. (2021). **Does Robo-Advisory Help Reduce the Likelihood of Carrying a Credit Card Debt? Evidence From an Instrumental Variable Approach**, *Journal of Behavioral and Experimental Finance*, 29, 100461, <https://doi.org/10.1016/j.jbef.2021.100461>
- [2] Bai, Z. (2021). **Does Frequent Prayer Help Reduce Alcohol Use? Heterogeneity in Religious Contexts and Drinking Styles**, *Mental Health, Religion & Culture*, <https://doi.org/10.1080/13674676.2020.1826915>
- [3] Bai, Z. & Wallbaum, K. (2020). **Optimizing Pension Outcomes Using Target-Driven Investment Strategies – Evidence from Three Asian Countries with the Highest Old-Age Dependency Ratio**, *Asia-Pacific Journal of Financial Studies*, 49(4), 652-682, <https://doi.org/10.1111/ajfs.12310>
- [4] Bai, Z. (2020). **The Impact of Different Drinking Habits on Marijuana Use Among College-Aged Youths**, *The Social Science Journal*, <https://doi.org/10.1016/j.soscij.2019.08.002>
- [5] Bai, Z., Jian N., Kurdyukov R., Walton J., Wang Y., Wasson T., Zhu X., & Chircu A. (2019). **Conducting Systematic Literature Review in Information Systems: an Analysis of Guidelines**, *Issues in Information Systems*, 20(3), 83-93, [https://doi.org/10.48009/3\\_iis\\_2019\\_83-93](https://doi.org/10.48009/3_iis_2019_83-93).

### *Conference Proceedings*

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- [1] Bai, Z. & Wallbaum, K. (2020). **Dual-Dynamic Retirement Income Strategy for Better Retirement Outcomes**, *2020 Northeast Decision Sciences Institute*, 68-78.
- [2] Bai, Z. & Wallbaum, K. (2020). **Optimizing Pension Outcomes Using Target-Driven Investment Solutions**, *2020 Western Decision Sciences Institute*.
- [3] Bai, Z., Jain, N., Wang, Y., & Haughton, D. (2019). **Using SOM-Based Visualization to Analyze the Financial Performance of Consumer Discretionary Firms**, *International Workshop on Self-Organizing Maps*, Springer, Cham, 90-99.

## WORK IN PROGRESS

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- [1] Bai, Z., **Use Machine Learning Techniques to Identify Potential Robo-advisors Users**, under review by *International Review of Financial Analysis*.
- [2] Bai, Z., **Examining the Association between Robo-advisory and Perceived Financial Satisfaction**, under review by the *Journal of Behavioral and Experimental Economics*.
- [3] Bai, Z., Steblovskaya, V., & Wallbaum, K. **Enhancing Retirement Outcomes Using the Target Volatility Strategy**, under review by *Asia-pacific Journal of Financial Studies*.
- [4] Bai, Z., Steblovskaya, V., Pachamanova, D., & Wallbaum, K. **Reducing Transaction Costs: The Optimal Rebalancing Boundary for Target Volatility Strategy in Different Market Conditions**, *Drafting*.

## CONFERENCE PRESENTATIONS

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- [1] Bai, Z. Steblovskaya, V., & Wallbaum, K. **Prolonging Retirement Coverage with the Target Volatility Investment Strategy**.
  - Presented at the *8<sup>th</sup> Annual Research Showcase Poster Session*, Bentley University. Presenter: Bai, Z.
  - Presented at the *6<sup>th</sup> Analytics Without Borders Conference, 2021*, Virtual. Presenter: Bai, Z.
- [2] Bai, Z. **Optimizing Pension Outcomes Using Target Volatility Strategy**.
  - Presented at the *Mathematical Sciences Department Seminar*, Bentley University, 2020. Presenter: Bai, Z.
- [3] Bai, Z. & Wallbaum, K., **Dual-Dynamic Retirement Income Strategy for Better Retirement Outcomes**.
  - Presented at the *5<sup>th</sup> Analytics Without Borders Conference (TAWB)*, Tufts University, 2020. Presenter: Bai, Z.
- [4] Bai, Z., Jain N., Kurdyukov R., Walton J., Wang Y., Wasson T., Zhu X., & Chircu A. **Conducting Systematic Literature Review in Information Systems: An Analysis of Guidelines**.
  - Presented at the *59<sup>th</sup> Annual IACIS Conference, 2019*. Presenter: Wasson, T.
- [5] Bai, Z., Jain, N., Wang, Y., & Haughton, D. **Using SOM-based Visualization to Analyze the Financial Performance of Consumer Discretionary Firms**.
  - Presented at the *4<sup>th</sup> Analytics without Borders*, Bryant University, 2019. Presenter: Bai, Z., Jain, N., & Wang, Y.
  - Presented at the *13<sup>th</sup> International Workshop on Self-Organizing Maps and Learning Vector Quantization, Clustering and Data Visualization (WSOM+)*, 2019. Presenter: Haughton, D.
  - Presented at the *62<sup>nd</sup> ISI World Statistics Congress (ISI WSC)*, 2019. Presenter: Haughton, D.
- [6] Bai, Z. & Wallbaum, K. **Target-Driven Pension Solutions in Asian Markets**.
  - Presented at the *6<sup>th</sup> Annual Research Showcase Poster Session*, Bentley University, 2018. Presenter: Bai, Z.

## **PROFESSIONAL EXPERIENCE**

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- Journal Article Reviewer
  - International Review of Financial Analysis, 2023.
  - Scientific Report, 2023.
  - Journal of Religion and Health, 2022.
  - Journal of Behavioral and Experimental Finance, 2021.
- Conference Paper Reviewer
  - The 63<sup>rd</sup> International Association for Computer Information Systems Annual Conference (IACIS), Clearwater Beach, Florida, United States, 2023.
  - The 62<sup>nd</sup> International Association for Computer Information Systems Annual Conference (IACIS), Las Vegas, Nevada, United States, 2022.
  - The 6th International Conference on Economics and Business Management (FEBM 2021), Sanya, China, 2021.
  - The 61st International Association for Computer Information Systems Annual Conference (IACIS), Las Vegas, Nevada, United States, 2021.
  - The 60th International Association for Computer Information Systems Annual Conference (IACIS), Nashville, Tennessee, United States, 2020.
  - The Western Decision Sciences Institute 49th Annual Meeting (WDSI), Portland, Oregon, United States, 2020.
  - The Undergraduate Statistics Project Competition and Electronic Undergraduate Statistics Research Conference (USPROC), 2020.
  - The International Conference on Information Systems (ICIS), Munich, Germany, 2019.
  - The European Conference on Information Systems (ECIS), Uppsala, Sweden, 2019.
  - The International Conference on Information Systems (ICIS), San Francisco, United States, 2018.

## **INDUSTRY EXPERIENCE**

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- Intern, Allianz Global Investor GmbH, Munich, Germany May 2018 – Aug 2018
  - Supporting the development of innovative product solutions combining life insurance and asset management.
  - Carrying out quantitative analyses of hybrid solutions for European markets.
  - Carrying out quantitative analyses of goal-oriented investment strategies, including a special comparison of concepts with risk management for Asian markets.

## **HONORS AND AWARDS**

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- [1] Best Paper Award at the 59th Annual IACIS Conference, 2019. “Bai, Z., Jain N., Kurdyukov R., Walton J., Wang Y., Wasson T., Zhu X., & Chircu A. (2019). Conducting Systematic Literature Review in Information Systems: An Analysis of Guidelines”.
- [2] Professor’s Excellence Award, Martin Tuchman School of Management, New Jersey Institute of Technology, 2016.
- [3] Honorable Member of Beta Gamma Sigma, 2016.

- [4] Graduated from Iowa State University with distinction “Magna Cum Laude”, 2014.
- [5] Honorable Member of The Honors Society of Phi Kappa Phi, 2013.
- [6] Honorable Member of Golden Key International Honors Society, 2013.
- [7] Honorable Member of National Society of Collegiate Scholars, 2013.