Sijia Ma

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EDUCATION

Peking University, 　　　　　　　　　　　　　　　　　　　　Beijing, China
Ph.D. in Business Administration 　　　　　　　　　　　　Expected June 2022
Department of Management Science and Information Systems
THESIS: "Integrating the Economics of Bits and Atoms: The role of Information and Divide"

Southeast University, 　　　　　　　　　　　　　　　　　　Nanjing, China
Bachelor of Management 　　　　　　　　　　　　　　　　　　　June 2017
Major in Information Systems and Information Management. GPA 4.0/4.5

RESEARCH INTEREST

- **Topics:** Sharing Economy, Mobile Commerce, Omnichannel Retail, Social Media, Digital Divide, Trust, and Group Polarization

- **Methodologies:** Microeconometrics, Causal Inference, Randomized Controlled Trials, Spatial Statistics, Unstructured Data Analysis, Machine Learning

WORKING PAPERS

- **Sijia Ma**, Fei Ren, Fei Wan. *Sharing Benefits? The Disparate Impact of Home-sharing Platform on Industrial and Social Development*
  Under review at Electronic Commerce Research and Applications, Second Round

- **Sijia Ma**, Fei Wan, Fei Ren. *Agglomeration among Competitors: Evidence of Heterogeneous Peer Entry Effect in Sharing Economy*
  Ready for submission at MIS Quarterly

- **Sijia Ma**, Chong Wang, Xiaoquan Zhang, Tao Lu. *Beauty and Trust: An Experimental Study of Digital Photo Enhancement*

Ready for submission at Management Science

- **Sijia Ma**, Fei Ren, Chong Wang. *Analyzing Dynamic Sentiment Polarization in Directed Messages and Undirected Posts - An EMD Analaysis*
  Ready for submission at Journal of Management Information Systems

- **Sijia Ma**, Fei Ren. *Investigating the Omnichannel Synergy in Platform Omnichannel Business*
  Drafting and improving

CONFERENCE/WORKSHOP ———————————————

- **Sijia Ma**, Fei Wan, Fei Ren. *Agglomeration among Competitors: Evidence of Heterogeneous Peer Entry Effect in Sharing Economy.* International Conference on Information Systems (ICIS), Munich, Germany, Dec. 2019

- **Sijia Ma**, Chong Wang, Xiaoquan Zhang. *Mien or Mind: The Effect of Digital Beauty on Trust.* Pacific Asia Conference for Information Systems (PACIS), Xian, China, Jul. 2019

- **Sijia Ma**, Fei Wan, Fei Ren. *Agglomeration among Competitors: Evidence of Heterogeneous Peer Entry Effect in Sharing Economy.* Tsinghua-Renmin-Peking Academia Colloquium Exchange on Information Systems (TRPACE-IS), Beijing, China, Dec. 2019

HONORS AND AWARDS ———————————————

The 6th National College Student Innovation, Originality and Entrepreneurship Challenge - Second Prize	2016
National College English Competition - Third prize	2015
International Exchange Study Program Scholarship - First Prize	2015
Social Practice Evaluation of Southeast University - Second Prize	2015
Merit Student of Southeast University	2014, 2015
National Scholarship	2014
English Listening Competition of Jiangsu Province - Second Prize	2014
Physical Experiment Paper Contest of Southeast University - Third Prize	2014

TEACHING EXPERIENCE

- Guest Lecturer, 2021
Causal Inference Workshop of Business Analytics (Graduate course)
Introduce basic commands of Stata (1h) and application of causal inference methods in Stata (1.5h).

- Guest Lecturer, 2021
Causal Inference and Business Applications (Undergraduate course)
Discuss academic papers using DID, RDD, and IV methodologies. Replicate studies in Stata (9h).

- Thesis Advisor, 2021
Two Master students in Business Analytics (Chijie Chen, Kun Hu)
Advise on idea organization, literature review, data analysis, and thesis writing.

- Teaching Assistant,

Causal Inference and Business Application (Undergraduate course)	2021
Behavioral Economics (MBA course)	2019, 2020, 2021
Data, Programming and Decision Making (Graduate course)	2020, 2021
Career Development Strategy (MBA course)	2020, 2021
Business Simulation Games (Undergraduate course)	2018, 2019, 2021
Anticipatory Design Thinking (MBA course)	2020
E-commerce (Undergraduate course)	2019
Brand Management (MBA course)	2018

SERVICE

Journal Reviewer for *Information Systems Journal*
Conference Reviewer for ICIS, CIST, CSWIM, CNAIS, PACIS

SKILLS

Proficient in statistical analysis and software (R and Stata)
Competent in other programming languages (Python, Web Development, SQL, SAS)
Chinese (Native), English (Proficient, TOEFL 111), Germany, French (Basic)

PROFESSIONAL MEMBERSHIP

Association for Information Systems (AIS)

REFERENCES

Fei Ren, Ph.D.
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Peking University, Beijing,
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Jihai Yu, Ph.D.(...TBD...)
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SELECTED ABSTRACTS

- **Sijia Ma**, Fei Ren, Fei Wan. *Sharing Benefits? The Disparate Impact of Home-sharing Platform on Industrial and Social Development*

  Under review at Electronic Commerce Research and Applications, Second Round

  Abstract: The home-sharing business brings significant transformation to society through digitization and crowdsourcing business models. However, with the rising concern of the digital divide and inequality, it is uncertain whether areas with different Internet access and economic status encounter comparable impacts. We investigate the mixed effects of the home-sharing business on the industrial and social development of urban and rural areas with a unique dataset and staggered difference-in-differences estimations. Our empirical results suggest that the home-sharing business potentially alleviates the inequality between urban and rural areas regarding the tourism and real estate industries, with more favorable influences for the tourism revenue and housing affordability in rural areas. However, it temporarily increases the inequality in social benefits by increasing the household income of the urban population. These intricate findings provide managerial and policy insights

for the balanced impact and sustainable growth of the home-sharing business in urban and rural areas.

- **Sijia Ma**, Fei Wan, Fei Ren. *Agglomeration among Competitors: Evidence of Heterogeneous Peer Entry Effect in Sharing Economy*

  Ready for submission at MIS Quarterly **Abstract**: In the business dynamics of sharing economy with entries of individual providers, spatial agglomeration becomes a striking feature, especially in the home-sharing business with numerous geographically located listings. Spatial agglomeration has the potential to agglomerate demand for individual providers, but it may also intensify the localized competition. It is unclear how spatial agglomeration would affect individual providers performance, and how such effect varies with time and provider heterogeneity. With a natural experiment design, we evaluate the spatial agglomeration using a unique panel dataset from a leading home-sharing platform in China. Empirical results suggest that peer listing entry in the spatial agglomeration process initially increases focal listings demand, but it intensifies localized competition over time, leading to an overall negative effect on listing performance. We further investigate potential mechanism of the peer entry effect. With regard to the listing heterogeneity, we find that peer entries in more developed areas bring larger agglomeration benefits to the focal listing, and peer entries with closer distance, more disparate descriptions, and higher quality exacerbate the localized competition effect. Our research contributes to both agglomeration economics and sharing economy literature by revealing the dynamics in home-sharing business. We also provide implications for listing operations as well as platform management.

- **Sijia Ma**, Chong Wang, Xiaoquan Zhang, Tao Lu. *Beauty and Trust: An Experimental Study of Digital Photo Enhancement*

  Ready for submission at Management Science **Abstract**: Online interactions anchor on the creation and maintenance of individuals profiles. As a key component of individuals online profiles, digital profile photos are subject to artificial enhancements and may deviate from individuals actual physical appearances. The ubiquitous adoption of digital photo enhancement applications may influence how individuals behave in online interactions. In an online experiment, we study how individuals trust and trustworthiness may change after they can digitally enhance their profile photos. In the experiment, participants played the trust game (Berg et al. 1995) with their profile photos shown saliently on the game interface. While participants in the control group played the game normally, participants in the treatment group were asked to enhance their profile photos before play-

ing the game. The results suggest that after digital photo enhancement, senders tend to reduce the amount sent (lower trust), while receivers tend to increase the amount returned (higher trustworthiness). There is significant gender heterogeneity in the impact of photo enhancement. Female senders are more likely to reduce trust, and male responders are more likely to increase trustworthiness. Digital photo enhancement of the opponents mitigates the main effects of the focal individuals. Based on the participants responses to the questionnaire, we find that trust propensity and risk attitudes are potential mechanisms for the main effect of digital photo enhancement.