

## Sijia Ma

### Address Information

Guanghua School of Management  
Peking University  
Beijing, 100871

### Contact Information

Email: sjma@pku.edu.cn  
Mobile: +86 18210251213  
Website: catherine4j.github.io

## EDUCATION

*Ph.D. Candidate in Business Administration,*  
Management Science and Information Systems  
Guanghua School of Management, Peking University  
THESIS - ..title..

July 2017 - Present  
Beijing, China

*Bachelor of Management,*  
Information Management and Information Systems  
School of Economics and Management, Southeast University

July 2013 - June 2017  
Nanjing, China

## RESEARCH INTEREST

- Topics: Sharing Economy, Mobile Commerce, Omnichannel Retail, Social Media, Digital Divide, Trust, and Polarization
- Methodologies: Microeconometrics, Causal Inference, Randomized Controlled Trials, and Unstructured Data Analysis

## WORKING PAPERS

- **Sharing Benefits? The Disparate Impact of Home-sharing Platform on Industrial and Social Development**, with Fei Ren and Fei Wan, (Under Review)
- **Agglomeration among Competitors: Evidence of Heterogeneous Peer Entry Effect in Sharing Economy**, with Fei Wan and Fei Ren, (Drafting)
- **Beauty and Trust: An Experimental Study of Digital Photo Enhancement**, with Chong Wang and Xiaoquan Zhang, (Drafting)
- **Investigating the Omnichannel Synergy in Platform Omnichannel Business**, with Fei Ren, (Work in Progress)
- **Analyzing Dynamic Sentiment Polarization in Directed Messages and Undirected Posts - An EMD Analysis**, with Fei Ren and Chong Wang, (Drafting)

## CONFERENCE/WORKSHOP

- **Agglomeration among Competitors: Evidence of Heterogeneous Peer Entry Effect in Sharing Economy**, with Fei Wan and Fei Ren, International Conference on Information Systems (ICIS), Munich, Germany, Dec. 2019
- **Mien or Mind: The Effect of Digital Beauty on Trust**, with Chong Wang and Xiaoquan Zhang, Pacific Asia Conference for Information Systems (PACIS), Xian, China, Jul. 2019
- **Agglomeration among Competitors: Evidence of Heterogeneous Peer Entry Effect in Sharing Economy**, with Fei Wan and Fei Ren, 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

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

## **PROFESSIONAL MEMBERSHIP**

Association for Information Systems (AIS)