

## **PEIWEN XIE**

Department of Marketing  
Nanyang Business School  
Nanyang Technological University

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### **EDUCATION**

**Nanyang Technological University, Nanyang Business School, Singapore**

Ph.D. candidate in marketing

Expected: 2025

**Sun Yat-sen University, Guangzhou, China**

Bachelor of Science in Statistics (Dual degree)

2019

Bachelor of Management in Exhibition Economy and Management

2018

### **RESEARCH INTEREST**

Non-fungible token (NFT) auction, Uncertainty marketing, Technology adoption, Social influence, Influencer, Market entry, Causal inference, Machine learning, Image analytic

### **ARTICLE UNDER REVIEW**

Xie, P., Kim, E., Lam, S., & Reza, S. "Herding in NFT Auction: The Role of Visual Complexity and Familiarity.", 2nd round review at International Journal of Research in Marketing.

### **WORKING PAPERS**

Xie, P., Kim, E., & Reza, S. "The Value of Probabilistic Selling: Evidence from NFT Mystery Box." (Job market paper).

Xie, P & Li, X. "When AI Meets Art: the Algorithm Appreciation Effect in Creative Content," Available at SSRN: <http://dx.doi.org/10.2139/ssrn.4814916>

Reza, S., Ho, H., Ling, R., & Xie, P. "Estimating Endogenous Social Influence Using 2-hop Data with Incomplete Information."

### **WORKS IN PROGRESS**

"Does Innovation Matter in Co-creation? A Study in Creative Content"

## **CONFERENCE & PRESENTATION**

### **ISMS Marketing Science Conference, June 2024, Sydney, Australia (Scheduled)**

“The Value of Probabilistic Selling: Evidence from NFT Mystery Box”

### **Marketing Brown-Bag Seminar, Nanyang Business School, February 2024, Singapore**

“The Value of Probabilistic Selling: Evidence from NFT Mystery Box”

### **Nanyang Business School Research Day, September 2023, Singapore**

“Herding in NFT Auction: The Role of Visual Complexity and Familiarity”

Top performance in PhD poster presentation

### **Marketing Brown-Bag, Nanyang Business School, April 2023, Singapore**

“Herding in NFT Auction: The Role of Visual Complexity and Familiarity”

### **Econometric Society Summer School in Dynamic Structural Econometrics, December 2022, Virtual**

### **International Conference on Crypto-Marketing, December 2022, New York, USA**

“Herding and Its Determinants in NFT Auction”

## **TEACHING EXPERIENCE**

### **Nanyang Technological University**

*Marketing*, Instructor, Undergraduate core, Fall 2022

Class size: 2 sections, total 51 students

Evaluation mean: 4.6/5

*Marketing in the Tech Era*, Teaching assistant, Master course, Spring 2023

## **HONORS & AWARDS**

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|---|-------------|
| • ISMS Marketing Science Doctoral Consortium Fellows (Scheduled)            | 2024        |
| • AMA-Sheth Foundation Doctoral Consortium Fellows (Scheduled)              | 2024        |
| • Nanyang Technological University (NTU) Research Scholarship               | 2020 - 2024 |
| • 1 <sup>st</sup> Prize in PhD Poster Presentation at NBS Research Day 2023 | 2023        |
| • Sun Yat-sen University Academic Innovation Scholarship (1%)               | 2018        |
| • Sun Yat-sen University Second Prize Scholarship (10%)                     | 2017        |
| • Sun Yat-sen University First Prize Scholarship (5%)                       | 2015        |
| • Jinfa Technology Scholarship (1%)   | 2015        |

## **INDUSTRY EXPERIENCE**

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**Ipsos (China) Consulting Co., Ltd. Guangzhou branch**

Associate Research Executive

2019 - 2020

## **SKILLS**

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**Languages** English (fluent), Cantonese (native), Mandarin Chinese (native)

**Programming** R, Python, Stata, Matlab

## **REFERENCES**

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### **Sadat Reza**

Associate Professor of Marketing

Nanyang Business School

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[SReza@ntu.edu.sg](mailto:SReza@ntu.edu.sg)

### **Eunsoo Kim**

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### **Xinlong Li**

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