

PEIWEN XIE

Department of Marketing
Nanyang Business School
Nanyang Technological University

Tel: (65) 8697-0328
Email: peiwen002@e.ntu.edu.sg
Website: <https://peiwenxie.github.io/>
ABS-04-037, Gaia, 91 Nanyang Ave
Singapore 639956

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 INTERESTS

Substantive: Creator economy, Probabilistic selling, (Gen)AI adoption, Social influence,
Innovation, Sustainability

Methodological: Econometrics, Machine Learning, Image analytics

ARTICLES UNDER REVIEW & WORKING PAPERS

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

Xie, P., & Li, X. "When AI Meets Art: the Algorithm Appreciation Effect in Creative Content. "

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

WORKS IN PROGRESS

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

Xie, P. "Does Co-creation Drive Innovation? A study in Creative Content"

PRESENTATIONS

Conference Presentations:

INFORMS Marketing Science Conference, June 2024, Sydney, Australia

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

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

“Herding and Its Determinants in NFT Auction”

Invited Presentations:

* denotes co-author

KAIST, College of Business, November 2024, “Herding in NFT Auction: The Role of Visual Complexity and Familiarity”*

University of Seoul, Joint Research Seminar with Syracuse University, October 2024, “Herding in NFT Auction: The Role of Visual Complexity and Familiarity”*

University of Melbourne, Faculty of Business and Economics, September 2024, “Herding in NFT Auction: The Role of Visual Complexity and Familiarity”

Internal Presentations:

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 Seminar, Nanyang Business School, April 2023, Singapore

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

TEACHING EXPERIENCE

Nanyang Technological University

Marketing, Instructor, Undergraduate core, Fall 2022

Class size: 2 sections, total 49 students

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

HONORS & AWARDS

- Doctoral Fellow, AMA-Sheth Foundation Doctoral Consortium

2024

- Doctoral Fellow, ISMS Marketing Science Doctoral Consortium 2024
- Nanyang Technological University (NTU) Research Scholarship 2020 - 2024
- 1st Prize in PhD Poster Presentation at NBS Research Day 2023 2023
- Doctoral Fellow, Econometric Society Summer School
in Dynamic Structural Econometrics Workshop, 2022
- 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

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

Associate Research Executive

2019 - 2020

SKILLS

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

Programming R, Python, Stata, Matlab