

PEIWEN XIE

Department of Marketing
Nanyang Business School
Nanyang Technological University

Tel: (65) 8697-0328
Email: peiwen002@e.ntu.edu.sg
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 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.

Xie, P & Li, X. "When AI Meets Art: the Algorithm Appreciation Effect in Creative Content.", under review at Journal of Marketing.

Available at SSRN: <http://dx.doi.org/10.2139/ssrn.4814916>

WORKING PAPERS

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

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

WORKS IN PROGRESS

“Integration or Innovation: Co-creation in Creative Contents”

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

HONORS & AWARDS

- | | |
|---|-------------|
| • 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 st 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

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

REFERENCES

Sadat Reza

Associate Professor of Marketing

Nanyang Business School

Nanyang Technological University

SReza@ntu.edu.sg

Eunsoo Kim

Assistant Professor of Marketing

Nanyang Business School

Nanyang Technological University

eunsoo@ntu.edu.sg

Xinlong Li

Assistant Professor of Marketing

Nanyang Business School

Nanyang Technological University

xinlong.li@ntu.edu.sg