

PEIWEN XIE

Department of Marketing
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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).

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

WORKS IN PROGRESS

"When AI Meets Art: Effect of AI adoption in NFT Creation and Consumer Response." with Xinlong Li

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

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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 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, C++, Matlab

REFERENCES

Sadat Reza

Associate Professor of Marketing

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