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# Siqi Pei

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## ACADEMIC APPOINTMENTS

09/2023 – 08/2024 (expected)	Visiting Scholar MIT Sloan School of Management, U.S.
08/2022 – present	Assistant Professor College of Business, Shanghai University of Finance and Economics, China

## EDUCATION

08/2016 – 07/2022	Ph.D., Information Systems, Chinese University of Hong Kong, Hong Kong Adviser: Zhang, Michael Xiaoquan
08/2011– 07/2015	B.S., Actuarial Science & B.A., Applied Finance, Jilin University, China

## RESEARCH INTERESTS

Topics: Digital Platforms, Economics of Artificial Intelligence, Social Welfare, Policy, Environment

Methodologies: Causal Inference, Machine Learning, Field Experiment, Lab Experiment

## PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW (\*corresponding author)

1. Jialu Liu, **Siqi Pei\***, and Michael Zhang, “Online Food Delivery Platforms and Female Labor Force Participation”, *Accepted at Information Systems Research*

- Winner, 2020 WISE Best Paper Award

2. Jialu Liu, **Siqi Pei\***, and Michael Zhang, “Indirect Value of Public Infrastructure Technology”, *Management Science, Major Revision*

3. Wen Wang, **Siqi Pei**, and Tianshu Sun, “Unraveling Generative AI from A Human Intelligence Perspective: A Battery of Experiments”, *Information Systems Research, Under Review*

4. Juanni Chen, Qi Sun, **Siqi Pei\***, and Yong Liu, “Content Management Policy and

Influencer Marketing on Social Media Platforms: A Study of Shopping Links in Sponsored Content”, *Marketing Science, Under Review*

## **WORKING PAPERS**

5. **Siqi Pei**, Yiyang Zhang, Juan Feng, and Michael Zhang, “How Much Personalized Information is Necessary? Re-examining Personalized Recommendations in Consumer Purchases”
6. Miaozhe Han, **Siqi Pei**, Jie Song, Feng Zhu, and Michael Zhang, “The Blessing of High Price: A Field Experiment on E-Commerce Platform”
7. **Siqi Pei**, and Keehyung Kim, “Rewarding Experts in Revenue-sharing Crowdfunding: An Experimental Study”
8. Jialu Liu, **Siqi Pei**, and Keehyung Kim, “Risk Disclosure Policy in Crowdfunding”

## **RESEARCH AWARDS AND GRANTS**

Shanghai Municipality: Shanghai Magnolia Award, 2023

National Science Fund for Distinguished Young Scholars of China, Principal Investigator, 2023

Distinguished Faculty Award, Shanghai University of Finance and Economics, 2023

General Research Fund, Shanghai University of Finance and Economics, 2022 - 2025

Selected to attend ICIS Doctoral Consortium, International Conference on Information Systems, 2021

Workshop on Information Systems and Economics (WISE) Best Paper Award, 2020

Hong Kong Information and Communication Technologies (HKICT) Innovation Award, 2019

Chinese University of Hong Kong Postgraduate Studentships (PGS) Award, 2016-2021

“Challenge Cup” Chinese College Student Business Plan Competition, Gold Prize, 2014

## **TEACHING EXPERIENCE**

**Instructor, Shanghai University of Finance and Economics**

Introduction to Marketing

Seminar in Quantitative Marketing, Postgraduate

Introduction to Marketing Research, Postgraduate

**Teaching Assistant, Chinese University of Hong Kong**

Managerial Economics in Business Decision-making

Strategic Information Systems, EMBA

Entrepreneurship in Finance, MBA in Finance

Applied Econometrics for Business Decisions

Business Forecasting

Basic Economics for the Hospitality and Tourism Industry

Economics for Business Studies

Decision Models and Applications

**CONFERENCE PRESENTATIONS AND INVITED TALKS**

“Content Management Policy and Influencer Marketing on Social Media Platforms: A Study of Shopping Links in Sponsored Content,” University of Arizona, 2023.

“Content Management Policy and Influencer Marketing on Social Media Platforms: A Study of Shopping Links in Sponsored Content,” University of Massachusetts Boston, 2023.

“Unraveling Generative AI from A Human Intelligence Perspective: A Battery of Experiments,” Cheung Kong Graduate School of Business Digital Young Scholar Symposium, 2023.

“Content Management Policy and Influencer Marketing on Social Media Platforms: A Study of Shopping Links in Sponsored Content,” The 5<sup>th</sup> Marketing Science Salon of Shanghai Universities, 2023.

“The Blessing of High Price: A Field Experiment on E-Commerce Platform,” Statistical Challenges in Electronic Commerce Research (SCECR), 2023.

“Online Food Delivery Platforms and Employment,” Asia Europe Business School, East China Normal University, 2022.

“The Blessing of High Price: A Field Experiment on E-Commerce Platform,” Conference on Information Systems and Technology (CIST), 2022.

“Understanding Spillover Effects of Various Digital Platforms,” 42<sup>nd</sup> International

Conference on Information Systems (ICIS), 2021.

“An Experimental Investigation of Risk Disclosure Policy in Crowdfunding,” 17<sup>th</sup> Symposium on Statistical Challenges in Electronic Commerce Research (SCECR), 2021.

“Online Food Delivery Platforms and Employment,” 31<sup>st</sup> Workshop on Information Systems and Economics (WISE), 2020 (WISE Best Paper Award).

“Rewarding Experts in Revenue-sharing Crowdfunding: An Experimental Study,” 16<sup>th</sup> Symposium on Statistical Challenges in Electronic Commerce Research (SCECR), 2020.

“Social News Sentiment and Equity Trading Indicators,” China Meeting of the Econometric Society (CMES), 2018.

## **ACADEMIC SERVICE**

Reviewer, Information Systems Research (ISR), 2023

Reviewer, Information & Management, 2023

Reviewer, Production and Operations Management (POM), 2022

Reviewer, International Conference on Information Systems (ICIS), 2019, 2020, 2022

Reviewer, Pacific Asia Conference on Information Systems (PACIS), 2019, 2020

## **INDUSTRIAL EXPERIENCE**

08/2015 – 12/2015

Data Analyst

Chinaventure Investment Consulting., Ltd., China

01/2016 – 05/2016

Financial Reporter

Chinaventure Investment Consulting., Ltd., China