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ACADEMIC POSITION

09/2023-08/2024 (expected)	Visiting Scholar MIT Sloan School of Management
2022 – present	Assistant Professor (area: Marketing) Shanghai University of Finance and Economics, China

EDUCATION

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

RESEARCH INTERESTS

Topics: Digital Economy, Quantitative Marketing, Emerging Markets

Methodologies: Causal Inference, Field Experiment, Machine Learning

PUBLICATIONS AND PAPERS UNDER REVISION (*corresponding author)

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

- Winner, 2020 WISE Best Paper Award

2. Jialu Liu, Siqi Pei*, and Michael Zhang, “Technology and the Political Agency Problem in Combating Water Pollution: A Regression Discontinuity Design”, *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*

WORKING PAPERS

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”
5. Siqi Pei, Yiyang Zhang, Juan Feng, and Michael Zhang, “How Much Personalized Information is Necessary? Re-examining Personalized Recommendations in Consumer Purchases”
6. Miaozhen 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”

TEACHING EXPERIENCE

Instructor, Shanghai University of Finance and Economics

Introduction to Marketing

Seminar in Quantitative Marketing, 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

HONORS, GRANTS, AND AWARDS

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

ICIS Doctoral Consortium, Invited Participant, 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

CONFERENCE PRESENTATIONS AND INVITED TALKS

“Content Management Policy and Influencer Marketing on Social Media Platforms: A Study of Shopping Links in Sponsored Content,” The 5th 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,” 42nd International Conference on Information Systems (ICIS), 2021

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

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

“Rewarding Experts in Revenue-sharing Crowdfunding: An Experimental Study,” 16th 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, 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