

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, 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, Minor Revision*

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

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**, Hongshen Sun, “Mobile Payments and Urban Mobility: Assessing the Influence of Mobile Payments on Metro Ridership and Environmental Enhancement”
6. **Siqi Pei**, Yiyang Zhang, Juan Feng, and Michael Zhang, “How Much Personalized Information is Necessary? Re-examining Personalized Recommendations in Consumer Purchases”
7. Miaozhe Han, **Siqi Pei**, Jie Song, Feng Zhu, and Michael Zhang, “The Blessing of High Price: A Field Experiment on E-Commerce Platform”
8. **Siqi Pei**, and Keehyung Kim, “Rewarding Experts in Revenue-sharing Crowdfunding: An Experimental Study”

RESEARCH AWARDS AND GRANTS

Shanghai Leading Talent (Overseas), 2023

National Natural Science Foundation 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

Digital 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

“Mobile Payments and Urban Mobility: Assessing the Influence of Mobile Payments on Metro Ridership and Environmental Enhancement,” 46th ISMS Marketing Science Conference, 2024.

“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,” 5th Marketing Science Salon of Shanghai Universities, 2023.

“The Blessing of High Price: A Field Experiment on E-Commerce Platform,” the 19th Statistical Challenges in Electronic Commerce Research (SCECR), 2023.

“Online Food Delivery Platforms and Employment,” 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.

“Online Food Delivery Platforms and Employment,” University of Western Ontario, 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, 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