

Siqi Pei

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ACADEMIC APPOINTMENTS

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|---|----------------|
| College of Business, Shanghai University of Finance and Economics Assistant Professor | 2022 - Present |
| MIT Sloan School of Management, Massachusetts Institute of Technology Visiting Faculty Scholar | 2023 - 2024 |

EDUCATION

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|---|-------------|
| CUHK Business School, Chinese University of Hong Kong Ph.D. in Information Systems Advisor: Zhang, Michael Xiaoquan | 2016 - 2022 |
| Business School, Jilin University B.S. in Actuarial Science & B.A. in Applied Finance | 2011 - 2015 |

RESEARCH INTERESTS

Topics: Digital Economy, Influencer Marketing, Automotive Marketing, Social Welfare

Methodologies: Causal Inference, Machine Learning, Field Experiment

PUBLICATIONS (*corresponding author)

Jialu Liu, Siqi Pei*, and Michael Zhang, "Online Food Delivery Platforms and Female Labor Force Participation," *Information Systems Research*, 35(3), 1074-1091.

- Winner, 2020 WISE Best Paper Award

Jialu Liu, Siqi Pei*, and Michael Zhang, "Indirect Value of Public Infrastructure Technology," *Forthcoming, Management Science*.

WORKING PAPERS

Wen Wang, Siqi Pei, and Tianshu Sun, "Unraveling Generative AI from A Human Intelligence Perspective: A Battery of Experiments," Conditionally accepted at *Information Systems Research*

Siqi Pei, Yiyang Zhang, Juan Feng, and Michael Zhang, "How Much Personalized Information is Necessary? Re-examining Personalized Recommendations in Consumer Purchases," *Manuscript in preparation*

Junni 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," *Manuscript in preparation*

Miaozhe Han, Siqi Pei, Jie Song, Feng Zhu, and Michael Zhang, “The Blessing of High Price: A Field Experiment on E-Commerce Platform,” *Manuscript in preparation*

WORK IN PROGRESS

Strategic adjustments in influencer marketing in response to large language models

Digital marketing effectiveness and consumer decision-making in automotive sales

RESEARCH AWARDS AND GRANTS

National Natural Science Foundation of China, Principal Investigator, 2024-2026

Distinguished Faculty Award, Shanghai University of Finance and Economics, 2023, 2024

Shanghai Leading Talent (Overseas), 2023

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

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

Digital Transformation

Database Management Systems

Economics for Business Studies

Digital Marketing

Managerial Economics in Business Decision-making

Advanced Quantitative Research Methods (PhD)

Introduction to Marketing

Teaching Assistant

Fintech (MBA)

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

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,” Conference on Information Systems and Technology (CIST), 2024.

“Content Management Policy and Influencer Marketing on Social Media Platforms: A Study of Shopping Links in Sponsored Content,” Shanghai Jiao Tong University, 2024.

“Indirect Value of Public Infrastructure Technology,” McMaster University, 2024.

“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.

PROFESSIONAL SERVICES

Reviewer

Information & Management, 2025

Information Systems Research (ISR), 2023, 2024

INFORMS Annual Meeting, 2024

International Conference on Information Systems (ICIS), 2019, 2020, 2022, 2024

China Summer Workshop on Information Management (CSWIM), 2023, 2024

Information& Management, 2023

Production and Operations Management (POM), 2022

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

SKILLS

Python, R, MATLAB, Stata, SQL, TensorFlow, PyTorch.