

Siqi Pei

Department of Marketing,
Eli Broad College of Business,
Michigan State University
632 Bogue Street, East Lansing, MI 48824

Office: N306
peisiqi@broad.msu.edu
<https://siqi-pei.github.io/>

ACADEMIC APPOINTMENTS

Assistant Professor of Marketing Eli Broad College of Business, Michigan State University	2025–Present
Assistant Professor of Marketing College of Business, Shanghai University of Finance and Economics	2022–2025
Visiting Faculty Scholar of Marketing MIT Sloan School of Management, Massachusetts Institute of Technology	2023–2024

EDUCATION

CUHK Business School, Chinese University of Hong Kong Ph.D. in Management 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, High-Tech Marketing, Human–AI Interactions, Social Welfare

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

Selected Industry Collaborations

Nissan, Michigan State University Federal Credit Union (MSUFCU)

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*.

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

WORKING PAPERS

Differentiation under AI Pressure: Creator Adaptation to Assistive vs. Substitutive Generative AI

How Much Personalized Information is Necessary? Re-examining Personalized Recommendations in Consumer Purchases.

Content Management Policy and Influencer Marketing on Social Media Platforms: A Study of Shopping Links in Sponsored Content.

The Blessing of High Price: A Field Experiment on E-Commerce Platform.

WORK IN PROGRESS

Responsible Generative AI in Financial Services

Large Language Model Integration in Automotive Sales and Customer Engagement: Evidence from Field Experiments

Facial Recognition Bans and U.S. Consumer Behavior: Balancing Retail Security and Privacy

Cryptocurrency ATM Regulations and Retail Spillovers in the U.S. Convenience Store Industry

RESEARCH AWARDS AND GRANTS

General Research Fund, Michigan State University, 2025

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

TEACHING EXPERIENCE

Advanced Quantitative Research Methods (PhD)

Digital Marketing (Undergraduate, MBA)

Digital Transformation (MBA)

Database Management Systems (Undergraduate)

Economics for Business Studies (Undergraduate)

Managerial Economics in Business Decision-making (Undergraduate)

Introduction to Marketing (Undergraduate)

CONFERENCE PRESENTATIONS AND INVITED TALKS

Unraveling Generative AI from A Human Intelligence Perspective: A Battery of Experiments

- ISMS Marketing Science Conference, 2025
- 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

- Michigan State University, 2025
- Conference on Information Systems and Technology (CIST), 2024
- Marketing Science, 2024
- Shanghai Jiao Tong University, 2024
- University of Arizona, 2023
- University of Massachusetts Boston, 2023
- 5th Marketing Science Salon of Shanghai Universities, 2023

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

- ISMS Marketing Science Conference, 2024

The Blessing of High Price: A Field Experiment on E-Commerce Platform

- Statistical Challenges in Electronic Commerce Research (SCECR), 2023
- Conference on Information Systems and Technology (CIST), 2022

Online Food Delivery Platforms and Employment

- East China Normal University, 2022
- University of Western Ontario, 2022
- International Conference on Information Systems (ICIS), 2021
- Workshop on Information Systems and Economics (WISE), 2020 (*Best Paper Award*)

An Experimental Investigation of Risk Disclosure Policy in Crowdfunding

- Statistical Challenges in Electronic Commerce Research (SCECR), 2021

Understanding Spillover Effects of Various Digital Platforms

- International Conference on Information Systems (ICIS), 2021

Rewarding Experts in Revenue-sharing Crowdfunding: An Experimental Study

- Statistical Challenges in Electronic Commerce Research (SCECR), 2020

PROFESSIONAL SERVICES

Reviewer

Management Information Systems Quarterly, 2025

Information & Management, 2023, 2024, 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), 2024

Production and Operations Management (POM), 2022

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