

Jiaqi Shi

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Employment

University at Buffalo, School of Management <i>Assistant Professor of Management Science and Systems</i>	August 2024 - Present Buffalo, US
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Education

University of California, Irvine Ph.D. in Information Systems Advisors: Vibhanshu Abhishek (UC Irvine), Mingyu (Max) Joo (UC Riverside)	2019 - 2024
ESSEC Business School & CentraleSupélec M.S. in Data Sciences & Business Analytics	2017 - 2018
University of California, Irvine B.A. in Quantitative Economics (<i>Cum Laude</i>)	2012 - 2016

Research Interests

Digital Platforms, Machine Learning, Artificial Intelligence, E-commerce

Papers

Publications

1. [Do Sellers Benefit from Sponsored Product Listings? Evidence from an Online Marketplace](#), with Mingyu (Max) Joo and Vibhanshu Abhishek.
Marketing Science, Vol.43, No.4, 2024, pp.817–839.
 - **Winner, ISMS Doctoral Dissertation Early-Stage Research Grant, 2022**
2. [Multi-View Collaborative Network Embedding](#), with Sezin Kircali Ata, Yuan Fang, Min Wu, Chee Keong Kwoh, and Xiaoli Li.
ACM Transactions on Knowledge Discovery from Data (TKDD) 15.3 (2021): 1-18.
3. [Metagraph-Based Learning on Heterogeneous Graphs](#), with Yuan Fang, Wenqing Lin, Vincent W. Zheng, Min Wu, Kevin Chen-Chuan Chang, and Xiaoli Li.
IEEE Transactions on Knowledge and Data Engineering, 33, no. 1 (2019): 154-168.

Working Papers

4. [Consumer Aversion to Price Volatility: Implications to Airbnb's Algorithmic Pricing](#), with Jinan Lin, Tingting Nian, and Mingyu (Max) Joo.
Target: *Information System Research*
 - **INFORMS ISS Cluster Best Paper Award Shortlist, 2023**

Work in Progress

5. Interplay of Diverse Promotional Techniques in Digital Marketing, with Vibhanshu Abhishek and Mingyu (Max) Joo.

6. The Promise (and Peril?) of Generative AI: An Application to Personalized Marketing, with Vibhanshu Abhishek

Honors and Awards

ISMS Doctoral Consortium Fellow	2023
ISMS Doctoral Dissertation Early-Stage Research Grant	2022
UC Irvine Pedagogical Fellowship	2021
UC Irvine Ph.D. Fellowship	2021-2024

Conference Presentations

Conference on Information Systems and Technology (CIST), Phoenix, AZ	2023
ISMS Marketing Science Conference, Miami, FL	2023
Artificial Intelligence in Management Workshop and Conference (AIM), USC, CA	2023
Conference on AIML, Harvard University, MA	2022
INFORMS Annual Meeting, Indianapolis, IN	2022