

AMY PEI

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EDUCATION

University of Southern California , Los Angeles, CA Ph.D., Marketing	2014 - 2020
University of Toronto , Toronto, ON M.A., Economics	2013 - 2014
University of Waterloo , Waterloo, ON B.A., Economics	2008 - 2013

EMPLOYMENT HISTORY

Assistant Professor Northeastern University, Department of Marketing	2020 - present
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PUBLICATIONS

Pei, Amy and Dina Mayzlin, “**Influencing the Influencers.**” *forthcoming at Marketing Science*

WORKING PAPERS

Pei, Amy and Dina Mayzlin, “**Do Curation Algorithms Amplify the Effect of Trolls on Users?**” *preparing for submission*

Pei, Amy and Jin-Hee Huh, “**When and How Do Style Influencers Do Affect Consumer Preferences?**” *manuscript in preparation*

WORK IN PROGRESS

Product Promotion Using Influencer Discount Codes and Free Samples. *with Yakov Bart*

Influencer Valuation. *with Yakov Bart, Kwong Chan, and Koen Pauwels*

Optimal Topic Selection on Social Media in the Presence of Trolls. *sole authored.*

AWARDS AND HONORS

USC Marshall School of Business Dissertation Fellowship	2019
USC Graduate School Summer Writing Grant	2018
USC Marshall School of Business Dissertation Award	2018
Fellow, INFORMS Marketing Science Doctoral Consortium	2017, 2018