

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 Affect Consumer Preferences?**” *manuscript in preparation*

Pei, Amy and Yakov Bart, Koen Pauwels, Kwong Chan, **Influencer Payment Inequity.** *manuscript in preparation*

WORK IN PROGRESS

Product Promotion Using Free Samples and Affiliate Marketing” *with Yakov Bart*

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

CONFERENCE PRESENTATIONS

2018 ISMS Marketing Science Conference (Philadelphia, Pennsylvania)

2019 International Conference on Information Systems (Munich, Germany)

2021 ISMS Marketing Science Conference (Virtual)

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

ACADEMIC SERVICE

Ad hoc reviewer, *Management Science*, *Review of Economic Studies*