

AMY PEI

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Northeastern University

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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	07/01/2020 - present
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PUBLICATIONS

Pei, Amy and Dina Mayzlin (2021), “**Influencing the Influencers.**” *Marketing Science*

WORKING PAPERS

Pei, Amy and Yakov Bart, Koen Pauwels, Kwong Chan (2022), **Racial Pay Gap in Influencer Marketing.** *Reject & Resubmit at Marketing Science*

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

Pei, Amy and Jinhee Huh, “**Understanding Secondhand Luxury Consumers**” *preparing for submission*

WORKS IN PROGRESS

Online Versus Offline WOM *with Yakov Bart and Koen Pauwels*

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

CONFERENCE PRESENTATIONS

2022 ISMS Marketing Science Conference (Virtual)

2021 ISMS Marketing Science Conference (Virtual), UIUC-USTC Seminar Series (Virtual)

2019 International Conference on Information Systems (Munich, Germany)

2018 ISMS Marketing Science Conference (Philadelphia, Pennsylvania)

AWARDS AND HONORS

Northeastern University Edward Philip Chase Faculty Fellowship	2022
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*, *Marketing Science*, *Review of Economic Studies*,
Journal of Consumer Research, *Review of Industrial Organization*