

PENG YI



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Academic Qualification

2017--2022 Ph.D.: Singapore Management University; Marketing;
2012--2014 Master: Tsinghua University; Finance;
2008--2012 Bachelor: Northwest University; Finance.

Working Experience

2022--Present Assistant Professor / Macao University of Science and Technology

Teaching Activities

BBAZ16015 Marketing, BBAZ16401 Consumer Behavior

Research Areas

Retail Analytics, Digital Marketing, Online Word of Mouth

Research Publication

Peng, Y., & Lu, L. (2024). Untangling influence: The effect of follower-follower comparison on social media engagement. *Journal of Retailing and Consumer Services*, 78, 103747.

Peng, Y., & Lu, L. (2024). The pre-purchase search channel and purchase behavior: Role of social commerce vs traditional e-commerce. *Journal of Retailing and Consumer Services*, 81, 104024.