

PENG YI



Title: Assistant Professor
Faculty: School of Business
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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
2014--2017 Principal Staff Member / Administrative Committee of Wuhan East
Lake High-tech Development Zone

Teaching Activities

BBAZ16015 Marketing
BBAZ16401 Consumer Behavior

Research Interests

Retail Analytics, Influencer Marketing, AI Marketing

Academic Publications

Peng, Y., & Lu, L. (2024). Untangling influence: The effect of follower-followee comparison on social media engagement. *Journal of Retailing and Consumer Services*, 78, 103747. (JCR Q1, 2022 Impact Factor 10.4, rank 12% in Business Category)

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. (JCR Q1, 2023 Impact Factor 11, rank 2.5% in Business Category)

Research Projects

1. *Social Commerce or Traditional E-commerce: The Effect of Search Channels on New Product Adoption*, Principal Investigator, Faculty Research Grants of MUST (FRG-25-054-MSB, MOP30,000), 2025
2. *Untangling Influence: The Effect of Degree Comparison on User Engagement*, Principal Investigator, Faculty Research Grants of MUST (FRG-24-014-MSB, MOP30,000), 2024
3. *National vs. Private Brands: A Field Experiment using In-store Video Sensing Technology*, Co-Principal Investigator, SMU Retail Centre of Excellence (EDB-EDAS-2018-1, SGD65,000), 2018

Academic Activities

- 2026.06 The 4th Asia-Pacific Marketing Academy Annual Conference (APMA2026), Conference Organizing Committee Member
- 2025.06 The 24th Wuhan International Conference on E-Business (WHICEB2025), Attendee
- 2025.05 The 3rd Asia-Pacific Marketing Academy Annual Conference (APMA2025), Chair of Parallel Session
- 2024.11 2024 Asia-Pacific Marketing Academy Forum for Young Scholars, Attendee
- 2024.07 The 12th China Marketing International Conference (CMIC2024), Discussant in Parallel Session and Presenter
- 2024.06 2024 POMS International Conference in China, Presenter