Lanfei Shi

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Academic Appointment

2019 Aug -Present: Assistant Professor of Information Technology, McIntire School of Commerce, University of Virginia, Charlottesville

Education

2019 **Ph.D. in Information Systems** with minor in Economics, Robert H. Smith School of Business, University of Maryland, College Park

>**Dissertation Title**: Designing Information Strategies for Two-sided Platforms: Findings from Large-scale Randomized Field Experiments

2014 **M.S.** in Intelligent Systems Programs, University of Pittsburgh, Pittsburgh

>Research Areas: Data Analytics, Human Computer Interaction, Artificial Intelligence, Mobile Technologies

2011 **B.E.** in Information Engineering, Xi'an Jiaotong University, Xi'an

Research Interests

- *Topics***:** Information Strategies, Mechanism Design, Multi-sided Platforms, and Business Analytics
- *Methodology***:** Econometrics, Randomized Field Experiments, and Machine Learning

Journal Publications

- Tianshu Sun, **Lanfei Shi**, Siva Viswanathan, and Elena Zheleva, Motivating Effective Mobile App Adoption: Evidence from a Randomized Field Experiment. **Information Systems Research**, 2019

Conference Proceedings and Presentations

1. **Lanfei Shi**, Siva Viswanathan, and Kunpeng Zhang. Your Preference or Mine? Designing Recommender Systems for Two-sided Matching Platforms, *in **INFORMS** Annual Meeting (INFORMS '20),* 2020
2. **Lanfei Shi**, Siva Viswanathan, and Kunpeng Zhang. Your Preference or Mine? Designing Recommender Systems for Two-sided Matching Platforms, *in Conference on Digital Experimentation (CODE '19),* 2019
3. **Lanfei Shi**, Siva Viswanathan, and Kunpeng Zhang. Your Preference or Mine? Designing Recommender Systems for Two-sided Matching Platforms, *in Conference on Information Systems and Technology (CIST '19),* 2019
4. **Lanfei Shi,** Peng Huang. Pragmatic Men, Romantic Women? Performance Design for Two-sided Matching Platforms*, in International conference on Information Systems (ICIS '19), 2019*
5. **Lanfei Shi**, Siva Viswanathan, and Kunpeng Zhang. Your Preference or Mine? Designing Recommender Systems for Two-sided Matching Platforms, in *International conference on Information*

*Systems (**ICIS '19**), 2019*

6. **Lanfei Shi**, Siva Viswanathan. Beauty and Signaling in 2-sided Matching Markets: Evidence from a Randomized Field Experiment, *International conference on Information Systems (**ICIS '18**), 2018*

7. **Lanfei Shi**, Siva Viswanathan. Beauty and Signaling in 2-sided Matching Markets: Evidence from a Randomized Field Experiment, in *Symposium on Statistical Challenges in eCommerce Research (**SCECR '18**), 2018*

8. **Lanfei Shi**, Xiaolin Shi, Siva Viswanathan. From Broadcasting to Narrowcasting: Examining User Content Consumption, Generation and Sharing in Social Media, in **INFORMS** Annual Meeting *(**INFORMS '18**),* 2018

9. **Lanfei Shi,** Peng Huang. Pragmatic Men, Romantic Women? Performance Design for Two-sided Matching Platforms, *in Conference on Digital Experimentation (**CODE '18**),* 2018

10. **Lanfei Shi**, Siva Viswanathan. Verification in 2-sided Matching Markets: Evidence from a Randomized Field Experiment, *in Workshop on Information System and Economics (**WISE '17**),* 2017

11. **Lanfei Shi**, Siva Viswanathan. Verification in Matching Markets: Evidence from a Randomized Field Experiment, *in Conference on Digital Experimentation (**CODE '17**),* 2017

12. **Lanfei Shi**, Siva Viswanathan. Verification in Matching Markets: Evidence from a Randomized Field Experiment, *in* **INFORMS** Annual Meeting *(**INFORMS '17**),* 2017

13. Tianshu Sun, **Lanfei Shi**, Siva Viswanathan, and Elena Zheleva. Motivating Mobile App Adoption: Evidence from a Large-scale Randomized Field Experiment, *in Conference on Information Systems and Technology (**CIST '16**),* 2016

14. Tianshu Sun, **Lanfei Shi**, Siva Viswanathan, and Elena Zheleva. Motivating Mobile App Adoption: Evidence from a Large-scale Randomized Field Experiment, in *Symposium on Statistical Challenges in eCommerce Research (**SCECR '16**),* 2016

15. **Lanfei Shi**, Tianshu Sun, and Siva Viswanathan. The Diffusion and Business Value of User Generated Content on Social Media: Evidence from Twitter, in **INFORMS** Annual Meeting 2015 *(**INFORMS '15**),* 2015

16. Teng Han, Xiang Xiao, **Lanfei Shi**, et al. Designing engaging camera based mobile games for implicit heart rate monitoring, in *Proceedings of ACM Conference on Human Factors in Computing Systems (**CHI '15**),* 2015

17. Teng Han, **Lanfei Shi**, et al. Designing engaging camera based mobile games for implicit heart rate monitoring, in *Proceedings of the extended abstracts of the 32nd annual ACM conference on Human Factors in Computing Systems (**CHI '14**),* Research in Progress, 2014

Invited Talks

Ultimate Software, 2019
Institute of Computing Technology Chinese Academy of Sciences, 2019
Harbin Institute of Technology, 2019
University of Washington, 2018
University of Rochester, 2018
University of Florida, 2018
University of California San Diego, 2018
University of Clemson, 2018
University of Houston, 2018
National University of Singapore, 2018

Nanyang Technological University, 2018
Hong Kong University of Science and Technology, 2018
Chinese University of Hong Kong, 2018
City University of Hong Kong, 2018
Snapchat Inc, 2017
LivingSocial, 2015

Awards, Prizes and Honor

- ISS Nunamaker-Chen Dissertation Award Runner-up, 2020
- Runners-up for the INFORMS eBusiness Section Best Paper Runner-up Award, 2020
- Smith Outstanding Dissertation Award, 2020
- Outstanding Graduate Assistant Award, 2018
- ICIS doctoral consortium, 2018
- AMCIS doctoral consortium, 2018
- CIBER Research Award, CIBER and US Department of Education, 2017
- Smith School Nomination for the UMD Graduate School Summer Research Fellowship, 2017
- ACM Student Grant for KDD, 2017
- International Conference Student Support Awards
- Jacob K. Goldhaber Travel Grant
- Summer Research Fellowship Nominee
- 2nd place in Oral Presentation in Graduate Student Appreciation Day (GRAD) in University of Maryland
- Digital Media Competition Winner in Department of CS, University of Pittsburgh
- Graduate Student Poster Contest Runner-up in Department of CS, University of Pittsburgh
- Outstanding Student of Xian Jiaotong University

Professional Experience on Business Analytics & Experimentation
2017 Research Scientist, *Snap Inc.*, Los Angeles
2015 Data Scientist, *LivingSocial*, Washington, DC
2011 – 2013 Research Assistant, Learning Research and Development Center, Pittsburgh

Business Analytics/Data Science Skills
- **Analytics**: STATA, R, SPSS**,** Tableau
- **Programming:** Python, Java, Matlab
- **Database:** MySQL, MS SQL Server, Hive, Google Cloud SQL, MongoDB
- **Predictive Modeling:** Deep Learning, Machine Learning, Recommender Systems

Teaching
- Database Management Systems and Business Intelligence (University of Virginia, 2020 - present)

- Database Systems and Data Analytics (University of Maryland, 2017)

Academic Service

- Ad-hoc journal reviewer for *Information Systems Research*, *MIS Quarterly, Management Science, and POMS*
- Track AE of ICIS, program committee member of CIST, session chair of INFORMS and WISE