

# Lanfei Shi

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## Academic Appointment

2019 August -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

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

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

## Research Interests

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

## Publications

1. **Lanfei Shi**, and Siva Viswanathan, “Optional Verification and Signaling in Online Matching Markets: Evidence from a Randomized Field Experiment.”, Accepted at **Information Systems Research**
2. Xia Zhao, Peijian Song, **Lanfei Shi**, Ling Xue, and Fan Feng, “Motivating Third-Party Providers to Avoid Cross-Side Conflicts: A Random Field Experiment from the Perspective of Value Co-creation and Appropriation in Platform Governance.”, Accepted at **MIS Quarterly**
3. 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 Presentations

1. **Lanfei Shi**, Two Studies on Recommender Systems Strategies, in Harvard Data Science Workshop, 2022.
2. **Lanfei Shi**, Raveesh Mayya, Shun Ye, Location Divide on Digital Platforms? Evidence from a Natural Experiment, in *Conference on Information Systems and Technology (CIST '22)*, 2022.
3. Zike Cao, **Lanfei Shi**, Lizhen Xu, Black-hat or White-hat: Gaming of Recommendation Algorithms under Consumer Awareness and Strategic Reactions, in *Conference on Information Systems and Technology (CIST '22)*, 2022.
4. Jieqiong Zhang, **Lanfei Shi**, Natasha Foutz. Pulling at Heartstrings: Analysis of Movie Music, in *the Mallen Conference (Mallen '22)*, 2022.
5. **Lanfei Shi**, Raveesh Mayya, Shun Ye, Location Divide on Digital Platforms? Evidence from a Natural Experiment, in *INFORMS Annual Meeting (INFORMS '22)*, 2022

6. Jieqiong Zhang, **Lanfei Shi**, Natasha Foutz. Pulling at Heartstrings: Analysis of Movie Music, in *China Marketing International Conference (CMIC' 22)*, 2022.
7. **Lanfei Shi**, Raveesh Mayya, Shun Ye, Location Divide on Digital Platforms? Evidence from a Natural Experiment, in *Virginia Research Seminar Series (VRSS'22)*, 2022.
8. Xia Zhao, Peijian Song, **Lanfei Shi**, Ling Xue, and Fan Feng. Motivating Third-Party Providers to Avoid Cross-Side Conflicts: A Random Field Experiment from the Perspective of Value Co-creation and Appropriation in Platform Governance, in *Platform Strategy Research Symposium (PlatStrat'21)*, 2021.
9. **Lanfei Shi**, Jin Liu, Yongjun Li, Natasha Foutz. Ephemeral State-dependent Recommendation for Digital Content , in *Conference on Digital Experimentation (CODE '21)*, 2021.
10. Xia Zhao, Peijian Song, **Lanfei Shi**, Ling Xue, and Fan Feng. Motivating Third-Party Providers to Avoid Cross-Side Conflicts: A Random Field Experiment from the Perspective of Value Co-creation and Appropriation in Platform Governance, in *Workshop on Information System and Economics (WISE '21)*, 2021.
11. **Lanfei Shi**, Jin Liu, Yongjun Li, Natasha Foutz. Ephemeral State-dependent Recommendation for Digital Content, in *China Marketing International Conference (CMIC' 21)*, 2021.
12. **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
13. **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
14. **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
15. **Lanfei Shi**, Peng Huang. Pragmatic Men, Romantic Women? Performance Design for Two-sided Matching Platforms, in *International conference on Information Systems (ICIS '19)*, 2019
16. **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
17. **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
18. **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
19. **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
20. **Lanfei Shi**, Peng Huang. Pragmatic Men, Romantic Women? Performance Design for Two-sided Matching Platforms, in *Conference on Digital Experimentation (CODE '18)*, 2018
21. **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
22. **Lanfei Shi**, Siva Viswanathan. Verification in Matching Markets: Evidence from a Randomized Field Experiment, in *Conference on Digital Experimentation (CODE '17)*, 2017

23. **Lanfei Shi**, Siva Viswanathan. Verification in Matching Markets: Evidence from a Randomized Field Experiment, in *INFORMS Annual Meeting (INFORMS '17)*, 2017
24. 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
25. 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
26. **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
27. 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
28. 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

### **Awards, Prizes and Honor**

- NET Institute Summer Research Grant 2022
- *Information Systems Reviewer* Best Reviewer of the Year, 2021
- 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
- 2<sup>nd</sup> place in Oral Presentation in 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

### **Invited Talks**

Nanyang Technological University, 2022  
 University of Science and Technology of China, 2022  
 Zhejiang University, 2022

WAITS, 2021  
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

### **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 BigQuery, MongoDB
- **Predictive Modeling:** Deep Learning, Machine Learning, Recommender Systems

### **Teaching**

- Database Management Systems and Business Intelligence (University of Virginia)
- Database Systems and Data Analytics (University of Maryland)

### **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