

**Lanfei Shi**  
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## ACADEMIC APPOINTMENT

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**McIntire School of Commerce, University of Virginia**  
Assistant Professor

August 2019 - Present

## EDUCATION

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<b>Robert H. Smith School of Business, University of Maryland</b> Ph.D. in Information Systems	2019
<b>School of Computing and Information, University of Pittsburgh</b> M.S. in Intelligent Systems Programs	2014
<b>School of Information and Communication Engineering, Xi'an Jiaotong University</b> B.E. in Information Engineering	2011

## RESEARCH INTERESTS

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**TOPICS:** Information (AI) Mechanisms Design, Multi-sided Digital Platforms, Recommender Systems

**METHODOLOGIES:** Econometrics, Randomized Field Experiments, and Business Analytics

## SELECTED HONORS, AWARDS, AND FUNDING

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CCI Cybersecurity Research Funding Award (\$50,000)	2024
SSRN Top-Ten Download Lists	2022 & 2023
NET Institute Summer Research Grant (\$2,000)	2022
<i>Information Systems Research</i> Best Reviewer of the Year	2021
ISS Nunamaker-Chen Dissertation Runner-up Award	2020
INFORMS eBusiness Section Best Paper Runner-up Award	2020
Smith Outstanding Dissertation Award	2019
ICIS Doctoral Consortium Participant	2018
AMCIS Doctoral Consortium Participant	2018
Outstanding Graduate Assistant Award (\$5,000) *Top 2% of Graduate Assistants of approximately 4,000 UMD graduate students by UMD Graduate School	2018
CIBER Research Award (\$4,000) *Center for International Business Education and Research	2017
Jacob K. Goldhaber Travel Award (\$600)	2017

## JOURNAL PUBLICATIONS

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1. **Lanfei Shi**, Jin Liu, Yongjun Li, and Natasha Zhang Foutz, “Ephemeral State-dependent Recommendation for Digital Content.” *Information Systems Research*, 2025.  
<https://doi.org/10.1287/isre.2022.664>
2. **Lanfei Shi**, Peng Huang, and Jui Ramaprasad, “Popularity Feedback and Adaptation Strategies in Online Dating: A Social Comparison Perspective.” *MIS Quarterly*, 2025.  
<https://doi.org/10.25300/MISQ/2024/17861>
3. **Lanfei Shi** and Siva Viswanathan, “Optional Verification and Signaling in Online Matching Markets: Evidence from a Randomized Field Experiment.” *Information Systems Research*, 2023.

<https://doi.org/10.1287/isre.2022.1194>

4. 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.” *MIS Quarterly*, 2023.  
<https://doi.org/10.25300/MISQ/2022/17000>
5. Tianshu Sun, **Lanfei Shi**, Siva Viswanathan, and Elena Zheleva, “Motivating Effective Mobile App Adoption: Evidence from a Randomized Field Experiment.” *Information Systems Research*, 2019.  
<https://doi.org/10.1287/isre.2018.0815>

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## PAPERS UNDER REVIEW/REVISION

1. **Lanfei Shi**, Shu He, and Sulin Ba, “Navigating the Influencer Marketplace: Long-tail Effects and Content Strategies.”
2. **Lanfei Shi**, Kunpeng Zhang, and Siva Viswanathan, “Unveiling Preference Dynamics in Two-sided Matching Markets: A Randomized Field Experiment on Recommender Systems.”
3. **Lanfei Shi**, Raveesh Mayya, and Shun Ye, “Location Divide in Digital Platforms? Evidence from a Natural Experiment.”
4. Lu Kong, Kejia Hu, and **Lanfei Shi**, “Teaching at a Distance, Scrutinized Up Close: Bias in the Online Student Evaluation of Teaching.”

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## SELECTED WORKING PAPERS

1. Xiang Cheng, Raveesh Mayya, **Lanfei Shi**, and Shun Ye, “Support or Setback? Unpacking the Impact of the Small Business Badge.”
3. Zike Cao, **Lanfei Shi**, and Lizhen Xu. “Black-hat or White-hat: Gaming of Recommendation Algorithms under Consumer Awareness and Strategic Reactions.”
4. Jieqiong Zhang, **Lanfei Shi**, and Natasha Foutz. “What do Audience Hear? Image Portrait and Alignment in Movies.”
5. Hongfei Li, Shenyang Jiang, and **Lanfei Shi**. “The Great Reversal: How AI Breakthroughs Are Reshaping Academic-Industry Collaboration.”

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## CONFERENCE PROCEEDINGS AND PRESENTATIONS

1. **Lanfei Shi**, Shu He, and Sulin Ba. “Navigating the Influencer Marketplace: Long-tail Effects and Content Strategies.”
  - Symposium on Statistical Challenges in eCommerce Research (*SCECR '25*)
  - Virginia Research Seminar Series (*VRSS'25*)
  - Production and Operations Management Annual Conference (*POMS '24*)
  - Conference on Information Systems and Technology (*CIST '23*)
  - INFORMS Annual Meeting (*INFORMS '23*)
2. Xiang Cheng, Raveesh Mayya, **Lanfei Shi**, and Shun Ye. “Support or Setback? Unpacking the Impact of the Small Business Badge.”
  - McIntire School Research Symposium (2025)

- Workshop on Information Systems and Economics (*WISE '24*)
3. Lu Kong, Kejia Hu, and **Lanfei Shi**. “Bias Beyond the Screen: An Inequity Wake-up Call in Online Teaching’s Evaluations.”
    - Production and Operations Management Annual Conference (*POMS '23, POMS '25*)
    - INFORMS Annual Meeting (*INFORMS '23*)
  4. **Lanfei Shi**, Jin Liu, Yongjun Li, and Natasha Foutz. “Ephemeral State-dependent Recommendation for Digital Content.”
    - Conference on Information Systems and Technology (*CIST '23*)
    - Conference on Digital Experimentation (*CODE '21*)
    - China Marketing International Conference (*CMIC '21*)
  5. **Lanfei Shi**, Raveesh Mayya, and Shun Ye. “Location Divide on Digital Platforms? Evidence from a Natural Experiment.”
    - Virginia Research Seminar Series (*VRSS '22*)
    - INFORMS Annual Meeting (*INFORMS '22*)
    - Conference on Information Systems and Technology (*CIST'22*)
  6. Zike Cao, **Lanfei Shi**, and Lizhen Xu. “Black-hat or White-hat: Gaming of Recommendation Algorithms under Consumer Awareness and Strategic Reactions.”
    - Workshop on Information Systems and Economics (*WISE '23*)
    - Conference on Information Systems and Technology (*CIST '22*)
  7. Jieqiong Zhang, **Lanfei Shi**, and Natasha Foutz. “Pulling at Heartstrings: Analysis of Movie Music.”
    - China Marketing International Conference (*CMIC '22*)
    - Mallen Conference (*Mallen '22*)
  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.”
    - Platform Strategy Research Symposium (*PlatStrat '21*)
    - Workshop on Information Systems and Economics (*WISE '21*)
  9. **Lanfei Shi**, Siva Viswanathan, and Kunpeng Zhang. “Your Preference or Mine? Designing Recommender Systems for Two-sided Matching Platforms.”
    - INFORMS Annual Meeting (*INFORMS '20*) (**INFORMS eBusiness Section Best Paper Runner-up Award**)
    - International Conference on Information Systems (*ICIS '19*)
    - Conference on Information Systems and Technology (*CIST '19*)
    - Conference on Digital Experimentation (*CODE '19*)
  10. **Lanfei Shi** and Siva Viswanathan. “Beauty and Signaling in 2-sided Matching Markets: Evidence from a Randomized Field Experiment.”
    - International conference on Information Systems (*ICIS '18*)
    - Symposium on Statistical Challenges in eCommerce Research (*SCECR '18*)
    - Workshop on Information Systems and Economics (*WISE '17*)
    - Conference on Digital Experimentation (*CODE '17*)
    - INFORMS Annual Meeting (*INFORMS '17*)
  11. **Lanfei Shi** and Peng Huang. “Pragmatic Men, Romantic Women? Performance Design for Two-sided

Matching Platforms.”

- International Conference on Information Systems (*ICIS '20*)
  - Conference on Digital Experimentation (*CODE '18*)
12. Tianshu Sun, **Lanfei Shi**, Siva Viswanathan, and Elena Zheleva. “Motivating Mobile App Adoption: Evidence from a Large-scale Randomized Field Experiment.”
- Conference on Information Systems and Technology (*CIST '16*)
  - Symposium on Statistical Challenges in eCommerce Research (*SCECR '16*)

## INVITED TALKS

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1. Location Divide in Digital Platforms? Evidence from a Natural Experiment.
  - Nanyang Technological University, 2022
  - Zhejiang University, 2022
  - Washington Area IT Symposium, 2021
2. Recommender Systems Strategies: Evidence from Two Randomized Field Experiments.
  - USC Marshall Platform Workshop, 2022
  - Harvard Data Science Workshop, 2021
3. Pragmatic Men, Romantic Women? Performance Design for Two-sided Matching Platforms.
  - Ultimate Software, 2019
4. Optional Verification and Signaling in Online Matching Markets: Evidence from a Randomized Field Experiment.
  - 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
5. Your Preference or Mine? Designing Recommender Systems for Two-sided Matching Platforms.
  - Snapchat Inc., 2017
6. Motivating Mobile App Adoption: Evidence from a Large-scale Randomized Field Experiment.
  - LivingSocial, 2015

## SERVICE

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### Professional Service

#### *Editorial Review Board:*

Information Systems Research, 2024-Present

***Reviewers:***

*Journals:* Information Systems Research, MIS Quarterly, Management Science, and Production and Operations Management

*Conferences:* International Conference of Information Systems (ICIS), Conference on Information Systems and Technology (CIST), China Summer Workshop on Information Management (CSWIM)

***Associate Editors:***

International Conference of Information Systems (ICIS), 2020-2024

***Program Committee Members:***

Conference on Information Systems and Technology (CIST), 2020-2025

China Summer Workshop on Information Management (CSWIM), 2021-2025

***Session Chairs:***

ICIS (2024), INFORMS (2023), WISE (2020)

**University of Virginia Service**

Member, Organizing Committee, IT&I Distinguished Speaker Series, Fall 2023 - Present

Member, Faculty Search Committee (Lecturer in IT&I Area), 2022

Member, Faculty Search Commerce (Two Open-rank Positions in IT&I Area), 2021

**TEACHING**

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**University of Virginia:**

Database Management for Decision Making (recent avg. eval: **4.8/5**)

Foundations of Machine Learning and AI with Low Code (recent avg. eval: **4.7/5**)

**PROFESSIONAL MEMBERSHIP**

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Association for Information Systems (AIS)

The Institute for Operations Research and the Management Sciences (INFORMS & Information Systems Society)