

Lanfei Shi
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ACADEMIC APPOINTMENT

McIntire School of Commerce, University of Virginia
Assistant Professor

August 2019 - Present

EDUCATION

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

RESEARCH INTERESTS

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

METHODOLOGIES: Econometrics, Experimental Design, and Business Analytics

SELECTED HONORS, AWARDS, AND FUNDING

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

Citation Count: 183 (Google Scholar)

- 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>
- 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>

MANUSCRIPTS UNDER REVIEW OR REVISION

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

SELECTED WORKING PAPERS

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

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

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

University of Virginia Service

Chair, Organizing Committee, IT&I Distinguished Speaker Series, Summer 2025 – Present

Member, Organizing Committee, IT&I Distinguished Speaker Series, Fall 2023 – Spring 2025

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

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

Professional Service

Editorial Review Board:

Information Systems Research, 2024-Present

Reviewers:

Journals: Information Systems Research, MIS Quarterly, Management Science, Journal of the Association for Information Systems (JAIS), and Production and Operations Management (POM)

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)

Panelist:

AIS Doctoral Student College Mentorship Panel, April 2025

TEACHING

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**)

University of Maryland:

Database Management Systems

PROFESSIONAL MEMBERSHIP

Association for Information Systems (AIS)

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