

PENG YI



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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

Teaching Activities

Marketing, Consumer Behavior

Research Areas

Retail Analytics, Digital Marketing, Online Word of Mouth