

# 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