Jing Peng

Address: 2100 Hillside Road Unit 1041, Storrs, CT 06269
Website: http://www.business.uconn.edu/person/jing-peng/
Phone: +1-860-486-3505
Email: jing.peng@uconn.edu

Education

- Ph.D., Operations, Information and Decisions (August 2016)
  The Wharton School, University of Pennsylvania, Philadelphia, USA
  Advisors: Kartik Hosanagar and Christophe Van den Bulte
  Committee members: Lorin Hitt and Raghuram Iyengar
- Master of Engineering, Computer Applied Technology (aka Computer Science) (July 2011)
  Institute of Automation, Chinese Academy of Sciences, Beijing, China
  Advisors: Daniel Zeng and Huimin Zhao
- Bachelor of Science, Applied Physics (minor in Computer Science) (July 2007)
  Xi'an Jiaotong University, Xi'an, Shaanxi, China

Academic Positions

- Ph.D. Coordinator, Operations and Information Management, School of Business, University of Connecticut (Aug 2023 – Present)
- Associate Professor (with tenure), Operations and Information Management, School of Business, University of Connecticut (Aug 2023 – Present)
- Dean's Ackerman Scholar, School of Business, University of Connecticut (2022 – 2024)
- Assistant Professor, Operations and Information Management, School of Business, University of Connecticut (Aug 2016 – Aug 2023)

Research Interests

My research leverages empirical data to study the societal and economic impact of emerging phenomena fueled by technology innovations in online platforms, including e-commerce, social media, gig economy, digital health, and human-AI interaction. Beyond applied empirical work, I am deeply engaged in developing methodologies to address common statistical challenges in empirical research, particularly issues related to sample selection and endogeneity across diverse contexts. Recently, my methodological work has focused on exploring the opportunities and challenges of integrating machine learning into causal inference.

Selected Journal Publications

1. Michael Bailey and Jing Peng. (2026). A Random Effects Model of Non-Ignorable Nonresponse in Panel Survey Data. *American Political Science Review*. Forthcoming.
2. Hongfei Li, Huiyan Chen, Jing Peng, and Ramesh Shankar. (2026). Impact of Refundability on Sales of

Digital Products: Evidence from a Knowledge-Sharing Platform. *MIS Quarterly*. Forthcoming.

3. Xingwei Zhang, Hu Tian, Xiaolong Zheng, Jing Peng, and Daniel Zeng. (2026). Semantic Aggregated Adversarial Training Framework for Hate Speech Detection. *INFORMS Journal on Computing*. Forthcoming.
4. Zishun Qian, Jing Peng, and Jianbin Li. (2025). The Impact of Generative AI Announcements on Suppliers: Evidence from the Stock Market. *Production and Operations Management*, 35(5):2037-2053.
5. Hongfei Li, Jing Peng, Gang Wang, and Xue Bai. (2024). The Impact of Process- Versus Outcome-Oriented Reviews on the Sales of Healthcare Services. *Information Systems Research*, 35(4):1909-1927.
6. Jing Peng and Christophe Van den Bulte. (2024). Participation vs. Effectiveness in Sponsored Tweet Campaigns: A Quality-Quantity Conundrum. *Management Science*, 70(11):7345-8215.
7. Jing Peng and Chen Liang. (2023). On the Differences Between View-Based and Purchase-Based Recommender Systems. *MIS Quarterly*, 47(2):875-900.
8. Chen Liang, Jing Peng, Yili Hong, and Bin Gu. (2023). The Hidden Costs and Benefits of Monitoring in the Gig Economy. *Information Systems Research*, 34(1):297-318.
9. Hongfei Li, Jing Peng, Xinxin Li, and Jan Stallaert. (2023). When More Can Be Less: The Effect of Add-on Insurance on the Consumption of Professional Services. *Information Systems Research*, 34(1):363-382.
10. Jing Peng. (2023). Identification of Causal Mechanisms from Randomized Experiments: A Framework for Endogenous Mediation Analysis. *Information Systems Research*, 34(1):67-84.
11. Jing Peng, Julie Zhang, and Ram Gopal. (2022). The Good, the Bad, and the Social Media: Financial Implications of Social Media Reactions to Firm-Related News. *Journal of Management Information Systems*, 39(3):706-732.
12. Yili Hong, Jing Peng, Gordon Burtch, and Ni Huang. (2021). Just DM Me (Politely): Direct Messaging, Politeness, and Hiring Outcomes in Online Labor Markets. *Information Systems Research*, 32(3):675-1097.
13. Shu He, Jing Peng, Jianbin Li, and Liping Xu. (2020). Impact of Platform Owner's Entry on Third-Party Stores. *Information Systems Research*, 31(4):1467-1484.
14. Jing Peng, Ashish Agarwal, Kartik Hosanagar, and Raghuram Iyengar. (2018). Network Overlap and Content Sharing on Social Media Platforms. *Journal of Marketing Research*, 55(4):571-585.

Selected Working Papers

1. Tong Shen, Chen Liang, Jing Peng, Mengcheng Guan, and Jianbin Li. Breaking the Stigma: The Role of AI in Drug Purchases for Sensitive Health Conditions. Conditional Accept at *Information Systems Research*.
2. Jing Peng. Machine Learning for Instrumental Variable Regression: From Bias to Resilience. Under Revision for 3rd Round Review at *Management Science*.
3. Chen Liang, Jing Peng, Zhuoyan Li, and Ming Yin. The Valuation of Generative AI in Content Creation: Evidence from Gig Workers. Under Revision for 3rd Round Review at *MIS Quarterly*.
4. Ning Wang, Jing Peng, Raghuram Iyengar, Mengcheng Guan, and Jianbin Li. Unboxing Privacy: How Discreet Packaging Shapes Consumer Purchases. Under Revision for 3rd Round Review at *Management Science*.

Selected Conference Publications

1. Zhuoyan Li, Chen Liang, Jing Peng, and Ming Yin. How Does the Disclosure of AI Assistance Affect the Perceptions of Writing? *The 2024 Conference on Empirical Methods in Natural Language Processing* (EMNLP 2024). (top CS conference in Natural Language Processing)
2. Zhuoyan Li, Chen Liang, Jing Peng, and Ming Yin. The Value, Benefits, and Concerns of Generative AI-Powered Assistance in Writing. *The 2024 ACM CHI Conference on Human Factors in Computing Systems* (CHI 2024). **Best Paper Honorable Mention**. (top CS conference in Human-Computer Interaction)
3. Chen Liang, YiliHong, Bin Gu, and Jing Peng. Gender Wage Gap in Online Gig Economy and Gender Differences in Job Preferences. *2018 International Conference on Information Systems* (ICIS 2018).
4. Jing Peng and Christophe Van den Bulte. How to Better Target and Incent Paid Endorsers in Social Advertising Campaigns: A Field Experiment. *2015 International Conference on Information Systems* (ICIS 2015).
5. Jing Peng, Ashish Agarwal, Kartik Hosanagar, and Raghuram Iyengar. Toward Effective Social Contagion: A Micro Level Analysis of the Impact of Dyadic Network Relationship. *2014 International Conference on Information Systems* (ICIS 2014).
6. Jing Peng, Daniel Zeng, Huimin Zhao, and Fei-Yue Wang. Collaborative Filtering in Social Tagging Systems Based on Joint Item-Tag Recommendations. *The 19th ACM International Conference on Information and Knowledge Management* (CIKM 2010). (top CS conference in Data Mining and Information Retrieval)

Software

- **CoxPlus**: A fast and highly scalable R package (core code written in C++) estimating Cox model (proportional hazards model) when an event has more than one cause. It also supports random and fixed effects, tied events, and time-varying variables. This package offers a survival attribution model.
- **PanelCount**: A fast and scalable R package (speeded up by C++) implementing random effects and/or sample selection models for panel count data.
- **PanelSelect**: A comprehensive R package extending the Heckman selection model to panel data with various types of outcomes and two levels of selection.
- **endogeneity**: A comprehensive package that implements various recursive two-stage models to address the endogeneity issue in the absence of instrumental variables. It can be used to address endogeneity of mediators in experiments or treatment variables in observational studies.

Awards & Honors

Research Excellence Award, UConn School of Business, 2025
Best Paper Honorable Mention, ACM CHI conference on Human Factors in Computing Systems, 2024
Best Paper Honorable Mention, UConn School of Business, 2024
Best Paper Award, UConn School of Business, 2023
Workshop on e-Business Most Promising Ongoing Research Runner-Up Award, 2022
INFORMS Information Systems Society Gordon B. Davis Young Scholar Award, 2022
Dean's Ackerman Scholar, UConn School of Business, 2022-2024
INFORMS eBusiness Best Paper Award Runner-Up, 2021
Best Paper Award, UConn School of Business, 2021

Workshop on Information Systems and Economics Best Paper Award, 2018
INFORMS Social Media Analytics Student Best Paper Competition Runner-Up, 2015
Mack Institute Research Fellowship, 2015
Baker Center PhD Research Grant, 2015
President Gutmann's Leadership Award, 2014
Baker Center PhD Research Grant, 2014
Penn Lauder CIBER PhD Grant Awards, 2013

Invited Talks

Daniels School of Business, Purdue University (2025)
HKU Business School, University of Hong Kong (2024)
Robert H. Smith School of Business, University of Maryland (2024)
School of Management, Huazhong University of Science and Technology (2023)
ISOM Workshop, University of Florida (2023)
Wisconsin School of Business, University of Wisconsin-Madison (2023)
CUHK Business School, Chinese University of Hong Kong (2022)
Simon Business School, University of Rochester (2018)
School of Management, Huazhong University of Science and Technology (2017)
Carlson School of Management, University of Minnesota (2016)
Robert H. Smith School of Business, University of Maryland (2016)
Krannert School of Management, Purdue University (2016)
School of Business, University of Connecticut (2016)

Teaching

Generative AI for Business (master level), 2025 – Present
Generative AI: Concepts and Applications (undergraduate level), 2025 – Present
Predictive Modeling (master level), 2022 – Present
Data Mining and Time Series Forecasting (master level), 2016 − Present
Research Methods for Operations and Information Management (PhD level), 2021 – Present
Data Science with Python (master level), 2017 − 2018
Wharton Tech Camp (PhD level), 2015

Professional Activities

- **University Services**

PhD Coordinator of OPIM Department (Spring 2020, Fall 2023 – Present)
Member, OPIM Department PTR Committee (Fall 2023, Fall 2026)
Member, OPIM Department Faculty Hiring Committee (Fall 2021 – Spring 2023)
Member, OPIM Department PhD Qualifying Exam Committee (Statistics, Fall 2021 – Present)
Member, OPIM Department PhD Qualifying Paper Committee (Fall 2018 – Spring 2022, Fall 2023 – Present)
Member, OPIM Department PhD Committee (Fall 2020 – Present)
Member, OPIM Department PhD Recruiting Committee (Fall 2016 – Spring 2018, Spring 2020, Fall 2022 –

Present)
Member, School Research Computing Committee (Fall 2018 – Spring 2019)
Member, MSBAPM Curriculum Committee (Fall 2016 – Spring 2023)

- **Referee for Journals**

  Information Systems Research, Management Science, MIS Quarterly, Journal of Management Information Systems, Journal of Marketing Research, Marketing Science, Production and Operations Management, INFORMS Journal on Computing, IEEE Intelligent Systems, Journal of Interactive Marketing, ACM Transactions on Management Information Systems, Data Mining and Knowledge Discovery

- **Program Committee Member/Associate Editor/Referee for Conferences**

  International Conferences on Information Systems (2017 – 2021)
  Conference on Information Systems and Technology (2017 – Present)
  Workshop on Information Technologies and Systems (2017 – Present)

- **Doctoral Dissertation Committees**

  Chair or Co-Chair: Sule Nur Kutlu (2021, University of Calgary), Huiyan Chen (2024, Penn State Behrend), Tong Shen (2027, expected), Zhiyuan Liu (2029, expected)
  Committee Member: Hongfei Li (2020, Chinese University of Hong Kong), Ning Wang (2028, expected), Mengwei Qu (2028, expected)

Programming Skills

R, Python, C/C++, Java, Stata, SAS, Matlab, etc.