

AISHEN LI

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ACADEMIC POSITION

Singapore Management University
Assistant Professor of Marketing

July 2026 –

EDUCATION

Tsinghua University

Ph.D., Marketing

2021–2026

Visiting Ph.D. at Yale University

2025–2026

Columbia University

M.S., Data Science

2019

University of Minnesota – Twin Cities

B.A., Mathematics

2015

RESEARCH INTERESTS

Substantive

Digital Platforms, Data Markets, Product Innovation

Methodological

Machine Learning, Field Experiment, Causal Inference

RESEARCH WORKS

Publications:

- “The Role of Digital Platforms in Data Markets: How Data Sharing through Advanced Analytics Empowers Small Business Innovation” with Yubo Chen, Xuebin Cui, Banggang Wu, and Liu Yang, *forthcoming at Management Science*.
- Jorge Guzman and Aishen Li (2022), “Measuring Founding Strategy” *Management Science* 69(1):101-118.

Working Papers:

- “The Value of Platform Data for Sellers: Evidence from a Field Experiment on Featured Product Selection” with Yubo Chen and Jiwoong Shin *under review at Marketing Science*

Selected Works in Progress:

- The Imitation Game: Novelty Exposure on Marketplace Platforms *with Jorge Guzman*
- Bridging the Digital Gap through AI Agent. *with Yubo Chen and Jiwoong Shin*
- Products in Conversation: Learning Market-Outcome-Informed Product Networks from User-Generated Content *with Zikun Liu*
- Agentic AI as a Market Maker: Field Experimental Evidence from Car Dealerships

Conference Presentations:

- Platform Strategy Research Symposium 2025 at Boston University
- China India Insights Program Conference at UC Berkeley, 2025 (could not attend)

- ISMS Marketing Science Conference 2025
- ISMS Marketing Science Conference 2024
- Toulouse School of Economics Doctoral Workshop on the Economics of Digitization, 2024
- Platform Strategy Research Symposium 2024 at Boston University (*Best Paper Runner-up*)
- China India Insights Program Conference at the University of Hong Kong, 2024 (*Plenary Session*)
- APMA 2024 at City University of Hong Kong

Invited Talks:

- Renmin University (June 2026)
- University of Texas, Dallas (Oct 2025)
- Chinese University of Hong Kong, Shenzhen (Sep 2025)
- Fudan University (Sep 2025)
- Singapore Management University (Sep 2025)
- University of Hong Kong (Sep 2025)
- University of Cambridge (could not attend)

INDUSTRY EXPERIENCE

Ninstar Supply Chain Finance Technology Limited	<i>2018–2021</i>
Co-Founder, Beijing, China	
Abbott Laboratories	<i>2015–2018</i>
Data Scientist, St. Paul, MN / Chicago, IL	

REFERENCES

Yubo Chen

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Jorge Guzman

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