Qingli Zeng

Ph.D. Student in Marketing, SMU, Singapore
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Education

Singapore Management University, Singapore   Aug. 2020 — May 2025 (Expected)
Ph.D. in Business (Marketing)

ShanghaiTech University, Shanghai, China   Sept. 2016 — July 2020
Bachelor of Science: Computer Science   Dean's List 2017
Minor in Finance

Research Overview

- **Substantive:** Quantitative Marketing, Live Streaming, E-commerce, Reviews, Sustainability
- **Methodological:** Empirical Model, Unstructured Data Processing, Natural Languages Processing, Machine Learning, Deep Learning, Artificial Intelligence

Papers under Review and Working Papers

- **"Image Distinctiveness"** (*Job Market Paper*)
  with Sandeep Chandukala, Ernst Osinga, and Shane Wang
  Status: Under Review

- **"Shared Experience Matters: Impact of Anchors' Voice Characteristics on Viewer Engagement in Live Streams"**
  with Sandeep Chandukala, Hai Che, and Lifeng Yang
  Status: Under Review

Work in Progress

- **"Analyzing Cross-Platform Online Reviews with Topic Modeling and Large Language Models: Insights into Market Uncertainty and Rating Bias"** (Working Title)
  with Sandeep Chandukala, Ernst Osinga
  Status: Data Analysis

Conference Presentations

- Image Distinctiveness (Scheduled)   ISMS Marketing Science Conference, June 2024
- Role of Anchor Emotions on Audience Engagement and Revenue   ISMS Marketing Science Conference, June 2023

Grants, Scholarships and Awards

- AMA Sheth Foundation Doctoral Consortium Fellow   2024
- ISMS Doctoral Consortium Fellow   2024
- Doctoral Fellowship, LKCSB, Singapore Management University   2020 - 2024
- Dean's List, ShanghaiTech   2017

Teaching Experience

- Instructor, Singapore Management University
  - Undergraduate: Marketing Analytics (Scheduled: August 2024)
- Teaching Assistant, Singapore Management University
  - Undergraduate: Marketing Analytics (2022 - 2024)
    * Guest Lecture on Programming and Data
  - Undergraduate: Marketing Strategy (2024)
  - Postgraduate: Business Analytics (2022)
  - Postgraduate: Consumer Analytics (2021)

Skills and Certificates

- **Certificates:**
    - Google Data Analytics Professional Certificate
    - British Council: Effective Communication Skills
    - SMU: Effective Communication Skills for Graduate Instructors

- **Languages:** Chinese, English
- **Programming Languages:** R, Python, C++, LaTeX, MatLab, Rust, MySQL
- **Software:** Microsoft Office, Stata, SPSS, Tableau, Z-Tree, C-Tree

Abstracts

- **"Image Distinctiveness"** (*Job Market Paper*)
This study introduces and focuses on the concept of image distinctiveness. Image distinctiveness is defined as the degree to which an image differs from the set of images in a given context based on the scope of assessment. We operationalize image distinctiveness based on the concept of informativeness which, in turn, relies on measures of similarity. We empirically demonstrate the effect of image distinctiveness on consumer search. Our data, from a leading Southeast Asian real estate platform, includes over 8,000 search sessions from more than 2,000 users. We find that image distinctiveness significantly impacts user behavior and this effect varies with the user's channel of origin and their search history. Specifically, image distinctiveness is positively associated with click-through rates for new users and users from channels such as display and social media ads, while returning users and users from direct visits or search engines tend to avoid distinctive images. These effects are economically significant: enhancing image distinctiveness from the 25th percentile to 75th percentile increases click-through rates for new users from social media advertisement by 46% (from 5.30% to 7.74%), but decreases click-through rates for returning users coming from search engine by 30% (from 12.84% to 8.98%). This research offers a novel perspective on the role of images in consumer search by considering images in the context of other images instead of in isolation.

- **"Shared Experience Matters: Impact of Anchors' Voice Characteristics on Viewer Engagement in Live Streams"**
Live-streaming viewership growth has resulted in anchors and platforms constantly looking for ways to provide more engaging experiences to their viewers. The success of the live-streaming platform relies on the viewers' interactive behavior captured through non-monetary (chat) and monetary (gifts, tips, and subscriptions) contributions toward the anchor and the platform. An important aspect of the anchor's interaction with the viewers is the implicit persuasion through vocal tones. In this research, we provide a unified framework that captures the impact of not only the anchor's vocal characteristics, but also the sentiment of the viewers and the dynamics of the live-streaming video on channel engagement and contributions on the platform. We capture the interplay of audio characteristics, viewer sentiment, and propose a measure for video dynamics using audio mining technology and data from a large live-streaming platform. We find that while the anchor's audio characteristics of positivity increase viewers' subscription behavior for new and existing subscriptions, it does not directly impact chat engagement. In addition, the beneficial (detrimental) impact of the anchor's positivity (stressed tone) is heightened when within-scene video dynamics are low (high) or when across-scene dynamics are high. We also find other various factors that lead to increasing viewers' engagements in chats do not necessarily increase subscription likelihood. Implications of our study to anchors and live streaming platforms are explored.

Dissertation Committee

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