

Maiju Guo

Modelling

Beijing 100871, China

Ph. D Candidate in Marketing

Phone: (+86)13263274426

Guanghua School of Management

Email: guomaiju@pku.edu.cn

Peking University

Website: <http://majjuinfo/>

EDUCATION

Ph. D Candidate in Marketing, expected to graduate in 2022.07

Guanghua School of Management, Peking University

Supervisor: Qiaowei Shen

Visiting Student (CSC sponsored), 2019.10~2020.10

Carey Business School, Johns Hopkins University, USA

Supervisor: Jian Ni & Qiaowei Shen

B.A. in Marketing, 2016

School of Management, Jilin University

RESEARCH INTERESTS

Online Community, Social media, Digital platforms, Sharing Economy, Consumer's decision-making involving time and money, Financial product decision making, Risk preference, Environmental influence

PUBLICATION (* indicates the corresponding author)

1. Xiaodan Zhang & **Maiju Guo*** (2021). A “double-edged sword” effect of consumer expertise on tourism loyalty. *Marketing Intelligence & Planning*. Vol. 39 No. 8, pp. 1073-1090. (SSCI, Impact factor=3.491)
 2. **Maiju Guo**, Xing Li, Ying Lei* & Qun (Tracy) Li (2021). The Value of Time: A Study of Pricing Strategy on A Ride-Sharing Platform. *Journal of Marketing Science*. 1(2), 53-74. (In Chinese, CSSCI)
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WORKING PAPER

Quantity vs Variety: Non-cooperative Content Production on Online Knowledge Sharing Platforms

Authors: **Maiju Guo**, Jian Ni, Qiaowei Shen and Yan Xu

Status: Proofing the manuscript, and preparing to submit it to *Marketing Science*

Abstract:

Online question-and-answer platforms allow consumers to learn various knowledge from crowd wisdom. Such platforms' performance critically depends on both quantity and variety of knowledge contents contributed by the crowd. This paper studies how early-stage knowledge production outcomes influence the future crowd's knowledge production behavior. Using a novel data set from one of the largest question-and-answer platforms, we construct measures of knowledge variety using an unsupervised learning method. We find early knowledge content has substantial effects on the quantity and variety of the knowledge content the future crowd produces on the knowledge-sharing platform. Specifically, we document that (1) longer early knowledge content decreases the quantity of future knowledge contents but increases the variety; (2) a higher number of upvotes of early knowledge content leads to more diversified future knowledge contents but does not affect the quantity. Moreover, we find that whether the early

knowledge producer is an expert moderates the interrelationship between early knowledge content and future knowledge content under the same question on the platform. We discuss the implications for the question-and-answer platform's interventions to trigger high volume and diversified knowledge content.

WORKING IN PROGRESS

1. **The interrelationship between referral making and purchase: An empirical study from the direct selling industry**, joint with Qiaowei Shen and Hongju Liu
 2. **Risk attitude on a grey day: The impact of air quality on individual financial product choice**, joint with Ying Lei and Han Zhang
 3. **Variety helps: Linking users consumption behavior to loan decision and repayment behavior**, joint with Xiaodan Zhang
 4. **The influence of population mobility on indirect reciprocity**, joint with Huizhong Li
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CONFERENCE PRESENTATIONS

1. **“Quantity vs Variety: Non-cooperative Content Production on Online Knowledge Sharing Platforms”**
(Authors: **Maiju Guo**, Jian Ni, Qiaowei Shen and Yan Xu)
 - (1) CMAU Annual Conference and Doctoral Consortium, Xi'an, **“Best paper (Second Prize)”** (July, 2021)
 - (2) 43d Annual ISIS Marketing Science Conference (June, 2021)
 - (3) The Fifth International Conference on Marketing Science and Innovation (MSI) and Journal of Cleaner Production Special Issue Workshop (May, 2021)
 - (4) 42nd Annual ISIS Marketing Science Conference (June, 2020)
 - (5) China Marketing International Conference (June, 2020)
 2. **“The Value of Time: A Study of Pricing Strategy on A Ride-Sharing Platform”**
(Authors: **Maiju Guo**, Xing Li, Ying Lei* and Qun (Tracy) Li)
 - (1) 41st Annual ISIS Marketing Science Conference, Italy (June, 2019)
 - (2) Journal of Marketing and Tsinghua University Workshop-publishing paper on top journals, Beijing (April, 2019)
 - (3) Annual Conference of Journal of Marketing Science, Shenzhen (October, 2018)
 - (4) CMAU Annual Conference and Doctoral Consortium, Kunming (July, 2018)
 - (5) 11th China R conference: Smart marketing session, Beijing (May, 2018)
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INTERSHIP EXPERIENCE: RESEARCH COLLABORATION

2017.10~2018.12 Didi Chuxing Technology Co., (Beijing) Research Assistant

Training: Data collection, data clean and analysis, insights extraction, and results discussion

Output: One academic paper; research presentation and discussion within the company

SELECTED TEACHING EXPERIENCE

1. Qiaowei Shen, Marketing Management (IMBA), Spring 2021, GSM, Peking University
2. Hongju Liu, Marketing Management (MBA), Spring 2021, GSM, Peking University
3. Jian Ni, Pricing (Graduate), Spring 2020, Carey Business School, Johns Hopkins
4. Ying Lei, Pricing (Undergraduate), Spring 2019, GSM, Peking University
5. Ying Lei, Data Analysis (Undergraduate), Fall 2018, GSM, Peking University
6. Xing Li, Modelling Seminar I (Ph.D. student), Spring 2018, GSM, Peking University
7. Guoqun Fu, Marketing Frontiers (Ph.D. student), Fall 2017, GSM, Peking University

SKILLS

Coding: STATA (Proficient), R(Proficient), Python(skilled), SPSS (skilled), SQL (skilled), LaTeX (skilled), Lyx (skilled), Microsoft Office (skilled), MATLAB (basic), Octave (basic)

Languages: Mandarin (native), English (fluent, IELTS 7.0)

HONORS AND AWARDS

2020-2021	Jing Zhu Scholarship	Society
	Graduate Scholarship (second prize), Peking University	University
	Excellent Scientific Research Award, Peking University	University
2019-2020	Graduate Scholarship (second prize), Peking University	University
	Social Work Award, Peking University	University
2018-2019	ICBC STAR Scholarship, outstanding winner	Society
	Graduate Scholarship (first prize), Peking University	University
	Merit Student, Peking University	University
2017-2018	Academic Excellence Award, Peking University	University
	Graduate Scholarship (second prize), Peking University	University
2016-2017	Hong Cai Scholarship	Society
	Hong Kong Wu Su Scholarship	Society
	Graduate Scholarship (second prize), Peking University	University
	Triple-A outstanding student, Peking University	School
2012-2015	National Encouragement scholarship (yearly), Jilin University	National
2013-2014	Sumitomo Corporation Scholarship	Society
	Excellent Student Cadre, Jilin University	University
	Excellent Student Cadre, School of Management, Jilin University	School
2012-2013	Yu Guang Scholarship	Society
	The Second Prize Scholarship, Jilin University	University
	Outstanding Student, Jilin University	University
	Excellent Student, School of Management, Jilin University	School
	Advanced Individual, School of Management, Jilin University	School

REFERENCES

Qiaowei Shen

Professor of Marketing
Guanghua School of management
Peking University

Email: qshen@gsm.pku.edu.cn

Link:

http://en.gsm.pku.edu.cn/conjsxq.jsp?urltype=tree.TreeTempUrl&wbtreeid=1099&user_id=qshen

Jian Ni

Associate Professor of Marketing
Carey Business School
Johns Hopkins University

Email: jni@jhu.edu

Link:

<https://carey.jhu.edu/faculty/faculty-directory/jian-ni-phd>