Sijia (Catherine) Ma

Department of Management
Tilburg University
5037AB Tilburg, the Netherlands

Email: s.ma@tilburguniversity.edu
Mobile: 013-466 4493
Website: catherine4j.github.io

PROFESSIONAL EXPERIENCE

Assistant Professor

Department of Management, Tilburg University,   Tilburg, the Netherlands

EDUCATION

Peking University,   Beijing, China
Ph.D. in Business Administration   June 2022
Department of Management Science and Information Systems

Southeast University,   Nanjing, China
Bachelor in Management   June 2017
Major in Information Systems and Information Management

RESEARCH INTEREST

- **Topics:** Sharing Economy, Mobile Commerce, Omnichannel Retail, Social Media, Digital Divide, Trust, Group Polarization

- **Methodologies:** Microeconomics, Causal Inference, Randomized Controlled Trials, Spatial Statistics, Unstructured Data Analysis, Machine Learning

PUBLICATION

- **Sijia Ma**, Fei Ren, Fei Wan. 2022. Sharing Benefits? The Disparate Impact of Home-sharing Platform on Industrial and Social Development. *Electronic Commerce Research and Applications.* 53:101152. https://doi.org/10.1016/j.elerap.2022.101152

- Tomasz Mucha, Kaveh Abhari, **Sijia Ma**. 2023. Riding a Bicycle While Building Its

Wheels: The Process of Machine Learning-Based Capability Development and IT-Business Alignment Practices. *Internet Research.* 10.1108/INTR-10-2022-0769

WORKING PAPERS ———————————————————————

- **Sijia Ma**, Fei Wan, Fei Ren. *Agglomeration among Competitors: Evidence of Heterogeneous Peer Entry Effect in Sharing Economy*
  Ready for submission at Management Science

- **Sijia Ma**, Chong Wang, Xiaoquan Zhang, Tao Lu. *Beauty and Trust: An Experimental Study of Digital Photo Enhancement*
  Ready for submission at Information Systems Research

- **Sijia Ma**, Chong Wang, Fei Ren. *Analyzing Dynamic Sentiment Polarization in Directed Messages and Undirected Posts - An EMD Analysis*
  Ready for submission at Production and Operations Management

- **Sijia Ma**, Fei Ren. *Investigating the Omnichannel Synergy in Platform Omnichannel Business*
  Ready for submission

- Liping Chen, **Sijia Ma**, Luxue Jia*, Fei Ren. *What Drives Hostile Emotions on Social Media Platforms*
  Ready for Submission

CONFERENCE/WORKSHOP ———————————————————————

- **Sijia Ma**, Chong Wang, Xiaoquan Zhang, Tao Lu. *Beauty and Trust: An Experimental Study of Digital Photo Enhancement Effect.* INFORMS ISS Paper Development Workshop, Virtual, Apr. 2023

- Tomasz Mucha, **Sijia Ma**, Kaveh Abhari. *Beyond MLOps: The Lifecycle of Machine Learning-based Solutions.* American Conference for Information Systems (AMCIS), Minneapolis, Minnesota, United States, Aug. 2022 (Best Complete Paper Runner-up)

- Tomasz Mucha, **Sijia Ma**, Kaveh Abhari. *Sustainability of Machine Learning-based Solutions: A Lifecycle Perspective.* Pacific Asia Conference for Information Systems (PACIS), Taipei-Sydney, Jul. 2022

- **Sijia Ma**, Fei Ren. *Investigating the Omnichannel Synergy in Platform Omnichannel Business.* Workshop on Information Technologies and Systems (WITS), Austin, Texas, United States, Dec. 2021 (Best Student Paper Nominee)

- **Sijia Ma**, Fei Wan, Fei Ren. *Agglomeration among Competitors: Evidence of Heterogeneous Peer Entry Effect in Sharing Economy.* International Conference on Information Systems (ICIS), Munich, Germany, Dec. 2019

- **Sijia Ma**, Chong Wang, Xiaoquan Zhang. *Mien or Mind: The Effect of Digital Beauty on Trust.* Pacific Asia Conference for Information Systems (PACIS), Xian, China, Jul. 2019

- **Sijia Ma**, Fei Wan, Fei Ren. *Agglomeration among Competitors: Evidence of Heterogeneous Peer Entry Effect in Sharing Economy.* Tsinghua-Renmin-Peking Academia Colloquium Exchange on Information Systems (TRPACE-IS), Beijing, China, Dec. 2019

HONORS AND AWARDS

Merit Student of Guanghua School of Management, Peking University	2021
The 6th National College Student Innovation, Originality and Entrepreneurship Challenge - Second Prize	2016
National College English Competition - Third prize	2015
International Exchange Study Program Scholarship - First Prize	2015
Social Practice Evaluation of Southeast University - Second Prize	2015
Merit Student of Southeast University	2014, 2015
National Scholarship	2014
English Listening Competition of Jiangsu Province - Second Prize	2014
Physical Experiment Paper Contest of Southeast University - Third Prize	2014

TEACHING EXPERIENCE

- Lecturer, 2023
Smart Business Network (Master course)
Network in digital platforms, assignment grading, exam processing.

- Lecturer, 2022
Business Value and Entrepreneurship (Bacholar course)

Course design, tutorials, assignment grading, exam processing.

- Guest Lecturer, 2022
Business Analytics and Emerging Trends (Master course)
Emerging trends in digital platforms, network effect, and social media (1.5h).

- Guest Lecturer, 2021, 2022
Causal Inference Workshop of Business Analytics (Graduate course)
Introduce basic commands of Stata (1h) and application of causal inference methods in Stata (1.5h).

- Guest Lecturer, 2021
Causal Inference and Business Applications (Undergraduate course)
Discuss academic papers using DID, RDD, and IV methodologies. Replicate studies in Stata (9h).

- Thesis Advisor, 2021
Master students in Business Analytics and Information management
Advise on idea organization, literature review, data analysis, and thesis writing.

- Teaching Assistant,

Causal Inference and Business Application (Undergraduate course)	2021
Behavioral Economics (MBA course)	2019, 2020, 2021, 2022
Data, Programming and Decision Making (Graduate course)	2020, 2021, 2022
Career Development Strategy (MBA course)	2020, 2021
Business Simulation Games (Undergraduate course)	2018, 2019, 2021
Anticipatory Design Thinking (MBA course)	2020, 2021
E-commerce (Undergraduate course)	2019
Brand Management (MBA course)	2018

SERVICE

Journal Reviewer for *Information Systems Journal, Information and Management*
Conference Reviewer for ICIS, CIST, CSWIM, CNAIS, PACIS

SKILLS

Proficient in statistical analysis and software (R and Stata)

Competent in other programming languages (Python, Web Development, SQL, SAS)

Chinese (Native), English (Proficient, TOEFL 111), German, French (Basic)

PROFESSIONAL MEMBERSHIP

Association for Information Systems (AIS) System Engineer Society of China (SESC)