

## Maiju Guo

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### EDUCATION

Visiting Student, 2019.09~present (visiting ends in 2020.09)

Carey Business School, Johns Hopkins University, Baltimore, Maryland, USA

Ph. D Candidate in Marketing, 2016.09-present (degree expected in Summer 2021)

Guanghua School of Management, Peking University, Beijing, China

Supervisor: Qiaowei Shen

B.A. in Marketing (graduation with distinction), 2012-2016

School of Management, Jilin University, Changchun, China

### RESEARCH INTERESTS

Online Community, Sharing Economy, Consumer's decision making about time, Risk preference, Environmental influence, Pricing Strategy, Incentive Mechanism Design, Mobile marketing

### WORKING PAPER

**“The Value of Time: A Study of Pricing Strategy on A Ride-Sharing Platform”, with Ying Lei and Xing Li** (Submitted to Journal of Marketing Science in March 2020)

Time, or waiting time, is one type of costs that customers have to pay in many purchase occasions. Examples include the long queue outside the entrance of Universal Studio park, shipping days after placing the order in Amazon, and waiting time for Uber in rush hours. Marketers may offer various service packages correspondingly, such as premium pass, 1-day delivery, and priority order. How does waiting time affect passengers' decision? How to optimize the time-dimension design? In this paper, we use anonymized and normalized data on orders from Didi – an online ride-hailing company and estimate the value of waiting time in riding scenarios. We find that the value of saving one standardized unit of waiting time is equivalent to lowering 0.97 standardized unit of price for an average passenger. As a reference, upgrading to a higher level of car type is equivalent to lowering price by only 0.5 standardized unit. The marginal value is decreasing when the time horizon is short, but there exists a kink point at about 1.5 standardized time unit. When the waiting time is less than 1.5 unit, the marginal utility is decreasing; whereas when it is more than 1.5 unit, passengers exhibit an increasing marginal value in waiting time. The existence of such a kink point makes the waiting time different from traditional product features with decreasing marginal utilities. Furthermore, we find a higher kink point in rush-hour orders, and in weekday orders. Our study provides new insights on understanding the value of time, and is also practically relevant for managerial decisions on product design and pricing.

## **WORKING IN PROGRESS**

1. **“Quantity versus Quality: Revisited in the Knowledge-Sharing Platform”**, with Jian Ni, Qiaowei Shen and Yan Xu
2. **“The influence of air pollution on consumers’ risk preference”**, with Ying Lei and Han Zhang
3. **“Referral vs. repeated purchase”**, with Qiaowei Shen & Hongju Liu

## **CONFERENCE PRESENTATIONS**

“Quantity versus Quality: Revisited in the Knowledge-Sharing Platform” (with Jian Ni, Qiaowei Shen and Yan Xu), 42nd Annual ISIS Virtual Marketing Science Conference (June 2020)

“The Value of Time: A Study of Pricing Strategy on A Ride-Sharing Platform” (with Ying Lei & Xing Li), 41<sup>st</sup> Annual ISIS Marketing Science Conference, Italy (June 2019)

“The Value of Time: A Study of Pricing Strategy on A Ride-Sharing Platform” (with Ying Lei & Xing Li), Journal of Marketing and Tsinghua University Workshop-publishing paper on top journals, Beijing (April 2019)

“The Value of Time: A Study of Pricing Strategy on A Ride-Sharing Platform” (with Ying Lei & Xing Li), Annual Conference of Journal of Marketing Science, Shenzhen (Oct 2018)

“The Value of Time: A Study of Pricing Strategy on A Ride-Sharing Platform” (with Ying Lei & Xing Li), Chinese Marketing Association of Universities, Kunming (July 2018)

“The Value of Time: A Study of Pricing Strategy on A Ride-Sharing Platform” (with Ying Lei & Xing Li), 11th China R conference: Smart marketing session, Beijing (May 2018)

## **INTERSHIP EXPERIENCE: RESEARCH COLLABORATION**

2017.10-2018.12                      DIDI                      Research Assistant

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

Familiar with SQL and Hadoop map/reduce framework

## **SKILLS AND HOBBIES**

Coding: STATA (skilled), R(skilled), Python(basic), MATLAB (basic), Octave (basic)

Sports hobbies: Swimming, Squash, Yoga

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

## **HONORS AND AWARDS**

2018-2019                      ICBC STAR Scholarship, outstanding winner

2018-2019                      Merit Student, Peking University

2017-2018                      Academic Excellence Award, Peking University

2016-2019                      Graduate Scholarships (yearly), Peking University

2016-2017	Hong Cai Scholarship
2016-2017	Triple-A outstanding student, Peking University
2012-2016	National Encouragement scholarship (yearly) , Jilin University
2012-2013	The Second Prize Scholarship, Jilin University

## SELECTED GRADUATE COURSES

Model I: Reduced Form Model	Xing Li
Model II: Analytical and Structural Model	Ying Lei & Qiaowei Shen
Advanced Econometrics	Jihai Yu
Advanced Microeconomics	Hui Wang
Applied Statistics	Minya Xu
Experimental Design and Analysis	Jing Xu

## TEACHING EXPERIENCE

Teaching assistant of Professor Jian Ni, Pricing (graduate), Spring 2020, Carey Business School, Johns Hopkins University

## REFERENCES

### **Qiaowei Shen**

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Guanghua School of management  
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### **Jian Ni**

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### **Hongju Liu**

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### **Ying Lei**

Assistant Professor of Marketing  
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### **Xing Li**

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### **Yan Xu**

Assistant Professor of Marketing

Pamplin College of Business

Virginia Tech

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