

Siqi Wang

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EDUCATION

- **National University of Singapore**, Singapore
Ph.D. Candidate of Marketing, NUS Business School 2024–2028 (expected)
- **National University of Singapore**, Singapore
M.S. in Data Science and Machine Learning 2024
- **University of British Columbia**, Canada
B.S. in Computer Science combined Statistics 2023

RESEARCH INTERESTS

- **Methodologies:** Machine Learning, Representation Learning, Deep Learning, Causal Inference
- **Topics:** Audio Advertising, Multimodal Fit

WORKING PAPERS

- **Hearing the Fit: Learning Human-Perceived Multimodal Fit in Audio Advertising**

We develop a supervised learning framework to predict human-perceived fit among the script, vocal delivery, and soundscape of audio advertisements. Using human ratings of real ads, we show that perceived fit captures associative alignment beyond similarity from general-purpose multimodal embeddings. The learned fit scores predict ad likeability and purchase intention, providing a scalable approach to evaluating AI-generated audio advertising.

TEACHING EXPERIENCE

- **Teaching Assistant, NUS Business School**
BMK5207 AI in Marketing, Prof. Ian Weaver 2025 - 2026

SELECT ACADEMIC AWARDS, HONORS, AND GRANTS

- NUS Doctoral Program Fellowship
- 2022 Vector Scholarship in Artificial Intelligence (\$17,500)
- 2019 XdHackathon, Third Place
- 2017–2019 Dean's Honour List
- 2019 Deloitte x HSBC Technical Case Competition, Most Innovative Strategy

WORK EXPERIENCE

- **Aibee Inc.**
Intern Data Scientist May 2022–September 2022
- **Zuoyebang**
Intern Data Analyst January 2021–April 2021