

SHAN HUANG

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Experience

- 2021 - Now: Assistant Professor
Innovation and Information Management
Faculty of Business and Economics, The University of Hong Kong, Hong Kong
- 2018 – 2020: Assistant Professor
Information Systems & Operations Management
Michael G. Foster School of Business, University of Washington, Seattle, WA, USA
- 2020 - Now: Digital Fellow
Digital Economy Lab
Institute for Human-Centered AI, Stanford University, Stanford, CA, USA
- 2018 - Now: Digital Fellow
Initiative on Digital Economy
Massachusetts Institute of Technology, Cambridge, MA, USA
- 2018 - Now: Consultant
WeChat, Tencent Technology Company Ltd, Guangzhou, China

Education

- 2012 - 2018: Ph.D., Management Science in Information Technology,
Sloan School of Management, Massachusetts Institute of Technology, Cambridge, MA, USA
Dissertation: “Three Essays on Social Influence in Social Advertising Using a Large-scale Randomized Field Experiment”
Committee Members: Erik Brynjolfsson (Chair), Sinan Aral, Yu Jeffrey Hu, Catherine Tucker
- 2010 - 2012: M.Sc., Management Information Systems,
Sauder School of Business, University of British Columbia, Vancouver, BC, Canada
Advisor: Izak Benbasat
- 2006 - 2010: B.A., Management Information Systems,
School of Economics and Management, Tsinghua University, Beijing, China

Research Interests

- Digital Economy, Business Analytics and Computational Social Science
- Social Networks, Social Media and Digital Strategy

- Social Influence and Information Diffusion
- Methodology: Large-scale Randomized Field Experiments, Econometrics, Network Analysis, Machine Learning

Research

- **Journal Publications**

1. Huang, S., Aral, S., Hu, Y. J., & Brynjolfsson, E. (2020). Social Advertising Effectiveness Across Products: A Large-Scale Field Experiment, *Marketing Science*, *forthcoming*.
2. Chen, H., Hu, Y. J., & Huang, S. (2019). Monetary Incentive and Stock Opinions on Social Media. *Journal of Management Information Systems*, 36(2), 391-417.

- **Working Papers**

1. Shan Huang & Song Lin (2020), The Effectiveness of Social Advertising, *under major revision*, *Management Science* -- in INFORMS Annual Meeting 2019, CODE 2017, ICIS 2017, CIST 2016
2. Yifan Yu, Shan Huang, Yuchen Liu, & Yong Tan (2020), Emotions in Online Content Diffusion, *R&R, Management Science* -- in CODE (Conference on Digital Experimentation) 2019, Marketing Science Conference 2020, IC2S2 (International Conference on Computational Social Science) 2020
3. Shan Huang, Yifan Yu, & Haojun Wu, Matching in Social Referrals Across Products: A Deep Learning Approach
4. Shan Huang, Wendao Xue, & Yifan Yu, Social Referral and Business Growth in Local and Non-metropolitan Markets
5. Shan Huang & Song Lin, Harbingers of Failure in Predicting Online Content Diffusion

- **Papers in Refereed Conference Proceeding**

1. Chen, H., Hu, Y. J., & Huang, S. (2017). Does monetary incentive lead to better stock recommendations on social media? *In Proceedings of Thirty Eighth International Conference on Information Systems (ICIS)*, Seoul, Korea.
2. Huang, S., Aral, S., Hu, Y. J., Brynjolfsson, E., (2017). Social influence across products: A large-scale field experiment. *In Conference on Information Systems and Technology (CIST)*. Houston, TX.
3. Huang, S. (2016). Social influence in public and private behaviors. *In Proceedings of Thirty-Seventh International Conference on Information Systems (ICIS)*, Dublin, Ireland.
4. Huang, S. (2016). Social influence in public and private behaviors. *In Conference on Information Systems and Technology (CIST)*. Nashville, TN.
5. Huang, S., Benbasat, I. and Burton-Jones, A., (2011). The role of product recommendation agents in collaborative online shopping. *In Proceedings of Thirty-Second International Conference on Information Systems (ICIS)*, Shanghai, China.

Invited Talks

1. Fox School of Business, Temple University, Philadelphia, PA, 2019
2. MIT Initiative on Digital Economy Annual Conference, Cambridge, MA, 2018
3. Kellogg School of Management, Northwestern University*, Evanston, IL, 2018
4. Desautels Faculty of Management, McGill University, Montreal, QC, 2018
5. HKUST Business School, Hong Kong, China, 2018

6. Foster School of Business, University of Washington, Seattle, WA, 2018
 7. Rady School of Management, University of California San Diego, La Jolla, CA, 2018
 8. Wharton School of Business, University of Pennsylvania, Philadelphia, PA, 2017
 9. Carroll School of Management, Boston College, Chestnut Hill, MA, 2017
 10. MIT Economic Sociology Workshop, Cambridge, MA, 2017
 11. Renmin University of China, Beijing, China, 2017
 12. Carnegie Mellon University's Heinz College*, Pittsburgh, PA, 2017
 13. University of British Columbia, Vancouver, BC, 2017
 14. MIT Initiative on Digital Economy Seminar, Cambridge, MA, 2016
- *presented by a coauthor*

Selected Awards and Grants

- WeChat (Tencent) Research Grant (\$50,000/year)
- Peterson Jr. Fellowship, MIT Sloan School of Management
- Fellow, NBER Economics of Digitization Doctoral Consortium
- Selected for Master's Research Funds, University of British Columbia
- Scholarships for Academic Excellence, Tsinghua University

Teaching and Mentoring

- Department of Information Systems & Operations Management
Michael G. Foster School of Business
 1. IS445, Database Management
 2. IS460, System Analysis and Design (with new content on product management)
- PhD Student Mentoring
 1. Yifan Yu (UW)
 2. Yucehn Liu (UW)

Professional Service

- Reviewer: Management Science, Information Systems Research, MIS Quarterly, ICIS
- Program Committee: CIST 2019, 2020