SHAN HUANG

+852 6231 6152 | shanhh@hku.hk KKL,
1229, University of Hong Kong
https://www.shanhhuang.com/

Experience

- 2021 - Now: Assistant Professor
  Marketing
  Faculty of Business and Economics, The University of Hong Kong, Hong Kong
  Performance review: 5/5 (2021), 4/5 (2023)

- 2018 – 2020: Assistant Professor
  Information Systems & Operations Management
  Michael G. Foster School of Business, University of Washington, Seattle, WA, USA
  Performance review: 8.5/10

- 2020 - Now: Digital Fellow
  Digital Economy Lab
  Institute for Human-Centered AI, Stanford University, Stanford, CA, USA

- 2018 - Now: Consultant
  WeChat, Tencent Technology Company Ltd, Guangzhou, China

Education

- 2012 - 2018: Ph.D., Management Science,
  Sloan School of Management, Massachusetts Institute of Technology, Cambridge, MA, USA
  Advisor: Erik Brynjolfsson

- 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. Business Administration,
  School of Economics and Management, Tsinghua University, Beijing, China

Research Interests

- AI in Marketing and Digital Economy
- New Social Media, Social Networks and Computational Social Science
- Digital Experimentation Methods (A/B testing)

Publications

1. **Shan Huang**†, Sinan Aral, Yu Hu & Erik Brynjolfsson (2020). Social Advertising Effectiveness Across Products: A Large-Scale Field Experiment, *Marketing Science*, 39(6), 1142-1165.
2. Hailiang Chen†, Yu Hu & **Shan Huang** (2019). Monetary Incentive and Stock Opinions on Social Media. *Journal of Management Information Systems,* 36(2), 391-417.
3. Chen Wang, Shichao Han, & **Shan Huang**†, Enhancing Generalizability of Experiments with Ongoing

Sampling Process, *The Twenty-Fifth ACM Conference on Economics and Computation (EC'24) (CS A*) – to be forwarded to Marketing Science*

4. **Shan Huang**† & Yi Ji, Novel Information Mediated by Algorithms vs. Social Ties: A Large-scale Field Experiment, *The Twenty-Fifth ACM Conference on Economics and Computation (EC'24) (CS A*) – to be forwarded to Management Science*

5. **Shan Huang***†, Chen Wang*, Yuan Yuan*, Jinglong Zhao* & Jingjing Zhang, Estimating Effects of Long-Term Treatments, *The Twenty-Fourth ACM Conference on Economics and Computation (EC'23) (CS A*) – forwarded to Management Science*

Paper Under Revisions

5. **Shan Huang***†, Chen Wang*, Yuan Yuan*, Jinglong Zhao* & Jingjing Zhang, Estimating Effects of Long-Term Treatments, *under major revision at Management Science (forwarded by EC'23).*

6. **Shan Huang***† & Song Lin*, Do More "Likes" Lead to More Clicks? Evidence from a Field Experiment on Social Advertising, *under (minor) revision at Journal of Marketing*

7. Yifan Yu*, **Shan Huang***†, Yuchen Liu, & Yong Tan, Emotions in Online Content Diffusion, *under 2nd round major revision at Information Systems Research*

8. **Shan Huang***† & Yifan Yu*, Customer-Product Matches in Social Referrals, *under reject and resubmit at Management Science.*

Working Papers

9. **Shan Huang***†, Yuan Yuan*, & Yi Ji, The Strength of Weak Ties in Private Messaging vs. Broadcasting, *under review at Science Advance*

10. Ruyu Chen*, **Shan Huang***†, & Yifeng Huang, Generative AI in Email Marketing: Large-scale Field Experiments

* *Authorship is ordered alphabetically or by reverse seniority.*

† *Corresponding authors*

Selected Conference Presentations

- Ruyu Chen, Shan Huang, & Yifeng Huang, Generative AI in Email Marketing: Large-scale Field Experiments, *China India Insights 2024*

- Shan Huang & Yi Ji, Novel Information Mediated by Algorithms vs. Social Ties: A Large-scale Field Experiment, *China India Insights 2024*

- Chen Wang, Shichao Han, and Shan Huang, Enhancing Generalizability of Experiments with Ongoing Sampling Process, *China-India Insights 2024*

- Shan Huang, Chen Wang, Yuan Yuan, Jinglong Zhao & Jingjing Zhang, Estimating Effects of Long- Term Treatments, *presented in Conference on Digital Experimentation (CODE) 2022, Marketing Innovation Workshop 2023, American Causal Inference Conference (ACIC) 2023, Revenue Management and Pricing (RMP) 2023, Conference on Information Systems and Technology (CIST) 2023, The Twenty-Fourth ACM Conference on Economics and Computation (EC'23), Marketing Science 2024*

- Shan Huang & Yifan Yu, Customer-Product Matches in Social Referrals, *under reject and resubmit at Management Science, Conference on Information Systems and Technology (CIST) 2022, HKU-PKU Marketing Workshop (2023)*

- Yifan Yu, Shan Huang, Yuchen Liu, & Yong Tan, Emotions in Online Content Diffusion, *presented in Conference on Digital Experimentation (CODE) 2019, Marketing Science Conference 2020, IC2S2 (International Conference on Computational Social Science) 2020*

- Shan Huang & Song Lin, Do More "Likes" Lead to More Clicks? Evidence from a Field Experiment on Social Advertising, *presented in INFORMS Annual Meeting 2019, Conference on Digital Experimentation (CODE) 2017, Conference on Digital Experimentation (CODE) 2017*

- Hailiang Chen, Yu Hu & Shan Huang. Does monetary incentive lead to better stock recommendations on social media? *presented in Thirty Eighth International Conference on Information Systems (ICIS, Conference on Information Systems and Technology (CIST), 2017*

- Shan Huang. Social influence in public and private behaviors. *presented in Thirty-Seventh International Conference on Information Systems (ICIS) 2016, Conference on Information Systems and Technology (CIST) 2016*

- Shan Huang, Izak Benbasat & Andrew Burton-Jones, The role of product recommendation agents in collaborative online shopping. *presented in Thirty-Second International Conference on Information Systems (ICIS), 2011*

Invited Talks

1. Peking University HSBC Business School, Shenzhen, 2023
2. Digital Renaissance Forum, Shenzhen, 2023
3. Kuaishou Technology, Beijing, 2023
4. Stanford University, HAI, Palo Alto, CA, 2022.
5. Faculty of Business, The Hong Kong Polytechnic University, Hong Kong, 2022
6. WeChat Business Group, Tencent, Guangzhou, China, 2021
7. Faculty of Business and Economics, University of Hong Kong, 2020
8. Fox School of Business, Temple University, Philadelphia, PA, 2019
9. MIT Initiative on Digital Economy Annual Conference, Cambridge, MA, 2018
10. Kellogg School of Management, Northwestern University, Evanston, IL, 2018
11. Desautels Faculty of Management, McGill University, Montreal, QC, 2018
12. Foster School of Business, University of Washington, Seattle, WA, 2018
13. Rady School of Management, University of California San Diego, La Jolla, CA, 2018
14. Wharton School of Business, University of Pennsylvania, Philadelphia, PA, 2017
15. Carroll School of Management, Boston College, Chestnut Hill, MA, 2017
16. MIT Economic Sociology Workshop, Cambridge, MA, 2017
17. University of British Columbia, Vancouver, BC, 2017

Selected Awards and Grants

- Innovation and Technology Support Programme (Platform), Hong Kong Government, 1,160,000 HKD
- WeChat (Tencent) Research Grant, 740,000 RMB
- Research Projects of the University of Hong Kong Faculty of Business and Economics, Shenzhen Research Institutes (SZRI), 537, 500 RMB
- Peterson Jr. Fellowship, MIT Sloan School of Management
- Fellow, NBER Economics of Digitization Doctoral Consortium

Teaching and Mentoring

- Master of Science in Business Analytics, HKU Business School
  - MSBA 7025, Digital Experimentation Methods (A/B Testing) (*founding course instructor*, *avg 92/100*)

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

Professional Service

- Reviewer: Management Science, Quantitative Marketing and Economics, Information Systems Research, MIS Quarterly, ICIS
- Program Committee: CIST 2019-2024