

# SHAN HUANG

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## EDUCATION

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### **Massachusetts Institute of Technology**

Sloan School of Management  
Ph.D., Management

Cambridge, MA, (expected) June 2018

Thesis: Social Influence in Social Advertising  
Advisor: Erik Brynjolfsson

### **University of British Columbia**

Sauder School of Business  
M.Sc., Management Information Systems

Vancouver, BC, Aug 2012

Thesis: Recommendation Agents in Collaborative Online Shopping  
Advisors: Izak Benbasat and Andrew Burton-Jones

### **Tsinghua University**

School of Economics and Management  
B.A., Management Information Systems

Beijing, China, June 2010

Thesis: Risks and Returns of E-commerce Announcements: An Event Study Analysis (94/100, Top 2%)  
Advisor: Jinghua Huang

## RESEARCH INTERESTS

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Social interactions and influence through digital platforms  
Advertising and e-commerce in social networking sites  
Incentives of user-generated content and prosocial behaviors in social media  
Field experiment, social network analysis, econometrics, applied statistics, and applied machine learning

## WORKING PAPERS

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### **Social Advertising Effectiveness Across Products: A Large-Scale Field Experiment**

Shan Huang, Sinan Aral, Yu (Jeffrey) Hu and Erik Brynjolfsson

Major revision after the 1st round review, Marketing Science, Special issue on field experiment

### **Rational Herding in Social Advertising: A Large-Scale Field Experiment**

Shan Huang

Under preparation for journal submission, Management Science

### **Identifying Subgroups with Enhanced Peer Effects Using High-Dimensional Data**

Shan Huang, Tong Wang and Haojun Wu

Under preparation for journal submission, Management Science

## WORK-IN-PROGRESS

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Does A Monetary Incentive Lead to Better Stock Recommendations on Social Media?

Stage: Under Preparation for Journal Submission

Viral Design for Viral Products: A Large-Scale Field Experiment

Stage: Experiment Implementation

Substitutes or Complements? Social Influence of Multiple Social Signals

Stage: Data Analysis

Social Advertising Effectiveness and Ad Images: A Large-Scale Field Experiment

Stage: Data Analysis

Social Advertising Effectiveness and Brand Characteristics: A Large-Scale Field Experiment

Stage: Data Analysis

## REFEREED CONFERENCE PUBLICATIONS

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- Chen, H., Hu, Y. Y. (Jeffrey), **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.
- Huang, S.**, Aral, S., Hu, Y. Y. (Jeffrey), Brynjolfsson, E., (2017). Social influence across products: A large-scale field experiment. *In Conference on Information Systems and Technology (CIST)*. Houston, TX.
- Huang, S.** (2016). Social influence in public and private behaviors. *In Proceedings of Thirty-Seventh International Conference on Information Systems (ICIS)*, Dublin, Ireland.
- Huang, S.** (2016). Social influence in public and private behaviors. *In Conference on Information Systems and Technology (CIST)*. Nashville, TN.
- 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.

## ADDITIONAL CONFERENCE PRESENTATIONS

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|                                                       |                          |
|-------------------------------------------------------|--------------------------|
| Workshop for Information Systems and Economics (WISE) | Seoul, Korea, Dec 2017   |
| INFORMS Annual Meeting                                | Houston, TX, Oct 2017    |
| Conference on Digital Experimentation                 | Cambridge, MA, Oct, 2017 |
| NBER Summer Institute                                 | Cambridge, MA, July 2017 |
| INFORMS Annual Meeting                                | Nashville, TN, Nov 2016  |
| Conference on Digital Experimentation                 | Cambridge, MA, Oct 2016  |

## INVITED TALKS

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|---------------------------------------------|----------------------------|
| MIT Economic Sociology Workshop             | Cambridge, MA, Oct 2017    |
| Renmin University of China                  | Beijing, China, Oct 2017   |
| Carnegie Mellon University's Heinz College* | Pittsburgh, PA, April 2017 |
| University of British Columbia              | Vancouver, BC, Jan 2017    |
| MIT Initiative on Digital Economy Seminar   | Cambridge, MA, Oct 2016    |
| *presented by a coauthor                    |                            |

## SELECTED AWARDS AND GRANTS

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|------------------------------------------------------------------------------------------|--------------|
| WeChat Research Grant (\$50,000/year) with Center for Initiative on Digital Economy, MIT | 2016-present |
| Peterson Jr. Fellowship, MIT Sloan School of Management                                  | 2012-present |
| Student Travel Grant                                                                     | 2012-present |
| Selected for Master's Research Funds, University of British Columbia                     | 2010-2012    |
| Best Paper Nominee, China Association for Information Systems (Undergraduate Thesis)     | 2011         |
| Second Prize in Student Research Training Program, Tsinghua University                   | 2009         |
| Scholarships for Academic Excellence, Tsinghua University                                | 2008, 2009   |
| First Prize in Tsinghua-HSBC Joint Co-operation Research on Rural Finance                | 2008         |
| Excellent Student of Beijing                                                             | 2005         |
| First Prize in China Central Television Debating Contest for High School Students        | 2004         |

## TEACHING EXPERIENCE

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|--------------------------------------------------------------------------------------------------------------------------|------------------------------|
| <b>Guest Lecturer</b><br>MIT Sloan School of Management<br>MBA Course: The Economics of Information: Strategy, Structure | Cambridge, MA, Fall 2017     |
| <b>Guest Lecturer</b><br>Boston University Questrom School of Business<br>MBA Course: Data Driven Marketing Decisions    | Boston, MA, Winter 2017      |
| <b>Guest Lecturer</b><br>WeChat Data Science Team, Tencent<br>Topics: Networked Experiments and Digital Platforms        | Guangzhou, China, 2015, 2016 |

**Teaching Assistant**  
University of British Columbia, Sauder School of Business  
Course: Information Systems Technology and Development

Vancouver, BC, 2011, 2012

## PROFESSIONAL SERVICE

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*Reviewer:* International Conference Information Systems (ICIS)

*Professional Memberships:* Association for Information Systems, INFORMS, Academy of Management

## ADDITIONAL EXPERIENCE

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*Data Scientist and Consultant:* WeChat Advertising and User Experience Teams, Tencent, Guangzhou, China

*Intern Analyst:* Asset Management CITIC, Head Office of Fixed Income, Everbright Securities, Beijing China.

*Emcee and Actress:* Emcee for evenings and leading actress in stage plays (1000+ audience), Beijing, Vancouver and Boston. Vice President, Drama Group, Tsinghua University Students' Art Troupe.

## REFERENCES

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### **Erik Brynjolfsson**

Schussel Family Professor of Management  
MIT Sloan School of Management  
Massachusetts Institute of Technology

Phone: 617-253-4319  
E-mail:erikb@mit.edu

### **Sinan Aral**

David Austin Professor of Management  
MIT Sloan School of Management  
Massachusetts Institute of Technology

Phone: 617-324-7535  
E-mail:sinan@mit.edu

### **Yu (Jeffrey) Hu**

Sharon A. and David B. Pearce Professor  
Scheller College of Business  
Georgia Institute of Technology

Phone: 404-894-6696  
E-mail:jeffrey.hu@scheller.gatech.edu

### **Catherine Tucker**

Sloan Distinguished Professor of Management  
MIT Sloan School of Management

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E-mail:cetucker@mit.edu