

SHAN HUANG

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EDUCATION

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

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

Social Contagion in Social Advertising: Public and Private Responses

Shan Huang
Under Preparation for Journal Submission, Management Science

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

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

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

- 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

Workshop for Information Systems and Economics (WISE) (scheduled)	Seoul, Korea, Dec 2017
INFORMS Annual Meeting (scheduled)	Houston, TX, Oct 2017
Conference on Digital Experimentation (scheduled)	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

MIT Economic Sociology Workshop	Cambridge, MA, Oct 2017
Renmin University of China	Houston, TX, 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

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

Guest Lecturer	Cambridge, MA, Fall 2017
MIT Sloan School of Management	
MBA Course: The Economics of Information: Strategy, Structure	
Guest Lecturer	Boston, MA, Winter 2017
Boston University Questrom School of Business	
MBA Course: Data Driven Marketing Decisions	

Guest Lecturer

WeChat Data Science Team, Tencent
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

Reviewer: International Conference Information Systems (ICIS)

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

ADDITIONAL EXPERIENCE

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**Erik Brynjolfsson**

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

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Sinan Aral

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

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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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