

Shan Huang

CONTACT INFORMATION	100 Main Street 461# Cambridge, MA 02142	617-510-2695 shanh@mit.edu
RESEARCH INTERESTS	Social Networks, digital marketing, social influence, social advertising, field experiments	
EDUCATION	Massachusetts Institute of Technology , Cambridge, MA Sloan School of Management Ph.D., Management, <i>Expected</i> : Spring 2018 <ul style="list-style-type: none">• Thesis Topic: <i>Social Influence in Social Advertising</i>• Advisor: Erik Brynjolfsson University of British Columbia , Vancouver, BC Sauder School of Business M.S., Management Information Systems, Aug 2012 <ul style="list-style-type: none">• Thesis Topic: <i>Recommendation Agents in Collaborative Online Shopping</i>• Advisors: Izak Benbasat and Andrew Burton-Jones Tsinghua University , Beijing, China School of Economics and Management B.S., Management Information Systems, July 2010	
WORKING PAPERS	<ol style="list-style-type: none">1. Social Influence in Public and Private Behaviors in Social Advertising: A Large-Scale Randomized Controlled Trial <i>Shan Huang, Job Market Paper</i>2. Social Influence Across Products: A Large-Scale Randomized Field Experiment <i>Shan Huang, Sinan Aral, Jeffrey(Yu) Hu and Erik Brynjolfsson</i> <i>Submitting to Marketing Science</i>3. Identifying Enhanced Peer Influence in Social Networks <i>Shan Huang, Tong Wang and Haojun Wu</i> <i>Submitted to KDD,2017</i>4. Two's Company, Three's a Crowd? The Role of a Recommendation Agent in Collaborative Online Shopping <i>Shan Huang, Izak Benbasat and Andrew Burton-Jones</i> <i>Submitted to Journal of Management Information Systems</i>	
WORKING IN PROGRESS	<ol style="list-style-type: none">1. Does Monetary Incentive Lead to Better Stock Recommendations on Social Media?2. The Role of Sustained Use in Referral Behaviors	
ACADEMIC AWARDS	PhD Fellowship, MIT Sloan School of Management RA/TA-ship, MIT Sloan School of Management RA/TA-ship, UBC Sauder School of Business Top Undergraduate Thesis, Tsinghua University	2012-2017 2012-2017 2010-2012 2010

PRESENTATIONS	Conference Presentations	
	• Marketing Science, Los Angeles, CA	June 2017
	• International Conference on Information Systems, Dublin, Ireland	Dec 2016
	• Conference on Information Systems & Technology, Nashville, TN	Nov 2016
	• INFORMS Annual Meeting, Nashville, TN	Nov 2016
	• Conference on Digital Experimentation	Oct 2016
	• International Conference on Information Systems, Shanghai, China	Dec 2011
	Invited Talks	
	• Carnegie Mellon University's Heinz College*	April 2017
	• MIS Seminar, University of British Columbia	Jan 2017
TEACHING EXPERIENCE	• Guest Speaker, Data Driven Marketing Decisions (MBA Course)	Jan 2017
	• IDE Seminar, Massachusetts Institute of Technology	Oct 2016
	(*presented by co-author)	
SERVICE	Teaching Assistant	2011
	Information Systems Technology and Development	
	University of British Columbia	
REFERENCES	Reviewer for International Conference on Information Systems	
	Memberships: Association for Information Systems, INFORMS	
	Erik Brynjolfsson	
	Schussel Family Professor of Management	Phone: 617-324-7535
	MIT Sloan School of Management	E-mail:sinan@mit.edu
	Massachusetts Institute of Technology	
	Sinan Aral	
	David Austin Professor of Management	Phone: 617-253-4319
	MIT Sloan School of Management	E-mail:erikb@mit.edu
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	Yu Jeffrey Hu	
	Sharon A. and David B. Pearce Professor	Phone: 404-894-6696
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	Georgia Institute of Technology	
	Catherine Tucker	
	Sloan Distinguished Professor of Management	Phone: 617-253-4936
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