

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">Social Influence in Public and Private Behaviors in Social Advertising: A Large-Scale Randomized Controlled Trial <i>Shan Huang, Job Market Paper</i>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>Identifying Enhanced Peer Influence in Social Networks <i>Shan Huang, Tong Wang and Haojun Wu</i> <i>Submitted to KDD,2017</i>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">Viral Design for Viral Products in Social AdvertisingDoes Monetary Incentive Lead to Better Stock Recommendations?The Role of Sustained Use in Referral Behaviors	

ACADEMIC AWARDS	PhD Fellowship, MIT Sloan School of Management	2012-2017
	RA/TA-ship, MIT Sloan School of Management	2012-2017
	RA/TA-ship, UBC Sauder School of Business	2010-2012
	Top Undergraduate Thesis, Tsinghua University	2010
PRESENTATIONS	Conference Presentations	
	• 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, Cambridge, MA	Oct 2016
	• International Conference on Information Systems, Shanghai, China	Dec 2011
	Invited Talks	
	• Renmin University of China	June 2017
	• Carnegie Mellon University's Heinz College*	April 2017
	• MIS Seminar, University of British Columbia	Jan 2017
	• Guest Speaker, Data Driven Marketing Decisions, Boston University	Jan 2017
	• IDE Seminar, Massachusetts Institute of Technology	Oct 2016
	(*presented by co-author)	
TEACHING EXPERIENCE	Teaching Assistant	2011
	Information Systems Technology and Development University of British Columbia	
SERVICE	Reviewer for International Conference on Information Systems Memberships: Association for Information Systems, INFORMS	
REFERENCES	Erik Brynjolfsson	
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	Massachusetts Institute of Technology	
	Sinan Aral	
	David Austin Professor of Management	Phone: 617-253-4319
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	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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