

SHAN HUANG

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ACADEMIC POSITION

University of Washington

Seattle, WA, June 2018 - Present

Michael G. Foster School of Business

Information Systems and Operations Management

Assistant Professor

EDUCATION

Massachusetts Institute of Technology

Cambridge, MA, June 2018

Sloan School of Management

Ph.D., Management

Thesis: Social Influence in Social Advertising

Committee: Erik Brynjolfsson (Chair), Sinan Aral, (Yu) Jeffrey Hu, Catherine Tucker

University of British Columbia

Vancouver, BC, Aug 2012

Sauder School of Business

M.Sc., Management Information Systems

Tsinghua University

Beijing, China, June 2010

School of Economics and Management

B.A., Management Information Systems

RESEARCH INTERESTS

Economic implications of new technologies (e.g., digital social networking sites, ride-sharing platforms, and mobile payments)

Digital strategies and social networks (e.g., social interactions and influence through digital platforms, and advertising and e-commerce in social networking sites)

Large-scale field experiment, econometrics, applied statistics, social network analysis, and applied machine learning

REFEREED JOURNAL PUBLICATIONS

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

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

Under second-round revision, Marketing Science, Special issue on field experiment

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

Hailiang Chen, Yu (Jeffrey) Hu and Shan Huang

Under second-round revision, Journal of Management Information Systems

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)	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

Kellogg School of Management, Northwestern University*	Evanston, IL, April 2018
Desautels Faculty of Management, McGill University	Montreal, QC, Feb 2018
HKUST Business School	Hongkong, China, Feb 2018
Foster School of Business, University of Washington	Seattle, WA, Jan 2018
Rady School of Management, University of California San Diego	La Jolla, CA, Jan, 2018
Wharton School of Business , University of Pennsylvania	Philadelphia, PA, Dec 2017
Carroll School of Management, Boston College	Chestnut Hill, MA, Dec 2017
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

WeChat Research Grant 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
Fellow, NBER Economics of Digitization Doctoral Consortium (travel grant)	2017
Fellow, Structural Modeling Approaches to Research on Technology (SMART)	2017
Selected for Master's Research Funds, University of British Columbia	2010-2012
Best Paper Nominee, China Association for Information Systems (Undergraduate Thesis)	2011

PROFESSIONAL SERVICE

Reviewer: Management Science, International Conference Information Systems (ICIS)

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

REFERENCES

Erik Brynjolfsson

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

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Sinan Aral

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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

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Catherine Tucker

Sloan Distinguished Professor of Management
MIT Sloan School of Management
Massachusetts Institute of Technology

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