Zihong Huang

Curriculum Vitae, Mar 2025

Area of Information Systems and Quantitative Sciences (ISQS)
Rawls College of Business, Texas Tech University.
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EMPLOYMENT

09/2023 - present Assistant Professor at Rawls College of Business, Texas Tech University

EDUCATION

2018 - 2023 Ph.D. in Carlson School of Management, University of Minnesota
2013 - 2015 M.S. in Computer Science, University of Minnesota
2011 - 2013 B.S. in Economics, Peking University
2009 - 2012 M.E. in Electronic Engineering, Tsinghua University
2005 - 2009 B.E. in Information Engineering, Southeast University

RESEARCH INTERESTS

Topics: Economics of Social Media Manipulation, Role of IT and AI on FinTech Markets
Methodology: Game-theoretic Modeling, Econometrics

TEACHING INTERESTS

- Intermediate/advanced business analytics at the undergraduate/MSBA level such as descriptive analytics, predictive analytics, and causal analytics.
- MBA courses that focus on strategic and managerial issues in IT/analytics topics.
- Doctoral seminar course on economics of IS covering conceptual topics and research methods (analytical modeling and econometrics).

PUBLICATIONS

- Zihong Huang , De Liu (2025). Economics of Social Media Fake Accounts. ***Management Science***. https://doi.org/10.1287/mnsc.2022.02616
- Jason Chan, **Zihong Huang**, De Liu, and Zhigang Cai (2024). Better to Give Than to Receive: Impacts of Donation-Based Contribution Schemes on Crowdfunding Outcomes. ***Information Systems Research****, 35(1), 272-293.*
- Chen, L., **Huang, Z.** and Liu, D., (2016). Pure and hybrid crowds in crowdfunding markets. *Financial Innovation*, 2(1), p.19.

WORKING PAPERS

- **Zihong Huang**, Yi Gao, De Liu. Social Media Manipulation and Verification Badge.
- **Zihong Huang**, Xuan Bi, and De Liu. AI-empowered Venture Capital (VC): The Impact of AI Adoption on VC Firms' Success.
- **Zihong Huang**, De Liu, and Alok Gupta. Budget Induced Strategic Bidding in Multiunit Online Auctions.

CONFERENCE PAPERS

Zihong Huang, Xuan Bi, De Liu. AI-empowered Venture Capital (VC): The Impact of AI Adoption on VC Firms' Success. In *Conference on Information Systems and Technology (CIST)*, 2021

Zihong Huang, De Liu. Economics of Social Media Fake Accounts. In *Workshop on Information Systems And Economics (WISE)*, 2020

Zihong Huang, De Liu. Economics of Social Media Fake Accounts. In *China Workshop on Economics of Information Systems Theory (CWEIST)*, 2020

Zihong Huang, De Liu, and Alok Gupta. Budget Induced Strategic Bidding in Multiunit Online Auctions. In *Workshop of Information Technologies and Systems (WITS)*, Munich, Germany, 2019

TEACHING EXPERIENCE

Instructor at Texas Tech University

ISQS 3345: Analytics and Development with Python

- Fall 2024: 4.5/5
- Fall 2023: 4.3/5

Instructor at University of Minnesota

IDSC 4444: Descriptive and Predictive Analytics

- Fall 2021 (in-person): 5.31/6
- Fall 2020 (online): 4.89/6

Teaching Assistant at University of Minnesota

MABA 6441: Causal Inference via Econometrics and Experimentation (Spring 2021)
MSBA 6430: Advanced Issues in Business Analytics (Spring 2019)
MSBA 6410: Exploratory Data Analytics and Visualization (Fall 2019)
IDSC 6050: Information Technologies and Solutions (Fall 2018)
IDSC 6041: Information Technology Management (Spring 2023)
IDSC 4444: Descriptive and Predictive Analytics (Fall 2018, 2022; Spring 2020, 2021, 2022, 2023)
IDSC 4210: Interactive Data Visualization for Business Analytics (Spring 2020)

INDUSTRY EXPERIENCE

Product Manager & FinTech Researcher, 2015-2018

PROFESSIONAL SERVICES

Reviewer, *Management Science (MS)*
Reviewer, *Information Systems Research (ISR)*
Reviewer, *MIS Quarterly* (MISQ)
Reviewer, *Production and Operations Management (POM)*
Reviewer, *International Conference on Information Systems (ICIS), 2019, 2021,2022, 2023, 2024*
Reviewer, *Hawaii International Conference on System Sciences (HICSS), 2023, 2024*

TECHNICAL SKILLS

Mathematica, R, Python, Stata, Matlab, SQL