Runshan Fu

rf2583@stern.nyu.edu
(+1) 412-652-8102
https://runshanfu.com

ACADEMIC APPOINTMENT	**New York University, New York, USA** Assistant Professor of Marketing	**2022-**

EDUCATION

Carnegie Mellon University, Pittsburgh, USA — 2015-2022
Ph.D., Information Systems and Management

Shanghai University of Finance and Economics, Shanghai, China — 2011-2015
Bachelor of Management, Information Management and Information Systems

University College London, London, UK — 2013-2014
Visiting Student, Management Science and Innovation

RESEARCH INTEREST

Topics: Quantitative Marketing, Algorithmic Bias, Economics of AI, Fairness of ML, Crowd Lending
Methodologies: Structural Modeling, Analytical Modeling, Machine Learning

PUBLICATION

- **"Un"Fair Machine Learning Algorithms** [SSRN]
  Runshan Fu, Manmohan Aseri, Param Vir Singh, Kannan Srinivasan
  Management Science, forthcoming

- **Crowds, Lending, Machine, and Bias** [SSRN]
  Runshan Fu, Yan Huang, Param Vir Singh
  Information Systems Research, 2021

- **AI and Algorithmic Bias: Source, Detection, Mitigation and Implications** [SSRN]
  Runshan Fu, Yan Huang, Param Vir Singh
  INFORMS Tutorials in Operations Research, 2020

WORKING PAPERS

- **How Does Zestimate Affect Housing Market Outcomes Across Socio-economic Segments?**
  with Yan Huang, Nitin Mehta, Param Vir Singh and Kannan Srinivasan

- **Model Mis-specification and Algorithmic Bias** [arXiv]
  with Yangfan Liang and Peter Zhang

- **Human-Algorithm Interactions: Evidence from Zillow.com** [NBER Working Paper]
  with Meng Liu and Ginger Jin

INVITED PRESENTATIONS

University of Cambridge, Judge Business School, November 2021
University College London, School of Management, November 2021
Stanford University, Graduate School of Business, November 2021
Harvard Business School, November 2021
Washington University in St. Louis, Olin Business School, October 2021
University of Illinois Urbana-Champaign, Gies College of Business, October 2021
University of Texas at Dallas, Naveen Jindal School of Management, October 2021
University of Maryland, Robert H. Smith School of Business, October 2021
New York University, Stern School of Business, October 2021
University of Florida, Warrington College of Business, October 2021
Indiana University, Kelley School of Business, October 2021

University of California, Los Angeles, Anderson School of Management, October 2021

University of Southern California, Marshall School of Business, October 2021

Cornell University, Johnson Graduate School of Management, October 2021

The Hong Kong University of Science and Technology, September 2021

University of Minnesota, Carlson School of Management, September 2021

CONFERENCE PRESENTATIONS

"Un"Fair Machine Learning Algorithms
- INFORMS Marketing Science Conference 2019
- INFORMS Annual Meeting 2019
- Thirteenth Annual FTC Microeconomics Conference 2020

Crowd Bias and Machine Learning: Evidence from Crowd Lending
- Workshop on Information Systems and Economics 2018
- INFORMS Annual Meeting 2018
- INFORMS Marketing Science Conference 2019

How Does Zestimate Affect Housing Market Outcomes Across Socio-economic Segments?
- INFORMS Marketing Science Conference 2022
- IMS/HBS Data Science Workshop 2022
- CMU Symposium on AI and Social Good 2020

TEACHING

Carnegie Mellon University   Teaching Assistant
- Decision Making Under Uncertainty (by Peter Zhang), Spring 2022
- Decision Analytics for Business and Policy (by Peter Zhang), Spring 2020
- Digital Transformation (by Michael Smith), Fall 2019, 2020
- Machine Learning for Problem Solving (by Leman Akoglu), Spring 2017, 2018
- Business Intelligence & Data Mining (by Beibei Li), Spring & Fall 2018
- Unstructured Data Analytics for Policy (by George Chen), Spring 2018
- Unstructured Data Analytics (by George Chen), Fall 2017
- Economic Analysis (by Karen Clay), Fall 2017
- Economic Analysis (by Alessandro Acquisti), Fall 2017
- Statistical Theory for Social and Policy Sciences (by Amelia Haviland), Fall 2016

SERVICE

Ad-hoc reviewer for: Management Science, Information Systems Research, Production and Operations Management, Conference on Information Systems and Technology (CIST), International Conference in Information Systems (ICIS).