

Runshan Fu

rf2583@stern.nyu.edu
NYU Stern School of Business
40 West 4th Street, Tisch 815
New York, NY 10012

ACADEMIC	New York University, New York, USA	July 2022 - Present
APPOINTMENT	Assistant Professor of Marketing	
EDUCATION	Carnegie Mellon University, Pittsburgh, USA Ph.D., Information Systems and Management	2022
	Shanghai University of Finance and Economics, Shanghai, China Bachelor of Management, Information Management and Information Systems	2015
	University College London, London, UK Visiting Student, Management Science and Innovation	2013-2014
RESEARCH INTEREST	<i>Topics:</i> Quantitative Marketing, Algorithmic Bias, Economics of AI, Fairness of ML, Crowd Lending <i>Methodologies:</i> Structural Modeling, Analytical Modeling, Machine Learning	
PUBLICATION	<ul style="list-style-type: none">• “Un”Fair Machine Learning Algorithms [SSRN] <u>Runshan Fu</u>, Manmohan Aseri, Param Vir Singh, Kannan Srinivasan Management Science, 2022• Crowds, Lending, Machine, and Bias [SSRN] <u>Runshan Fu</u>, Yan Huang, Param Vir Singh Information Systems Research, 2021• AI and Algorithmic Bias: Source, Detection, Mitigation and Implications [SSRN] <u>Runshan Fu</u>, Yan Huang, Param Vir Singh INFORMS Tutorials in Operations Research, 2020	
WORKING PAPERS	<ul style="list-style-type: none">• Does Human-algorithm Feedback Loop Lead To Error Propagation? Evidence from Zillow’s Zestimate [NBER Working Paper] with Meng Liu and Ginger Jin Under 2nd round review at Management Science• Unequal Impact of Zestimate on the Housing Market with Yan Huang, Nitin Mehta, Param Vir Singh and Kannan Srinivasan Under Major Revision at Marketing Science• (De)biased Machine Learning Algorithms on Matching Platforms with Yunchuan Liu• Why Does My Zestimate Fluctuate? Algorithmic Pricing and Ad Revenue Incentives with Nikhil Malik• Algorithm Failures and Consumers Response: Evidence from Zillow.com with Isamar Troncoso, Nikhil Malik, and Davide Proserpio• Demand Estimation of Opaque Products: A Reference Price Framework with Hongxian Huang and Anindya Ghose• Model Mis-specification and Algorithmic Bias [arXiv] with Yangfan Liang and Peter Zhang	

INVITED	Temple University, Fox School of Business, April 2023	
PRESENTATIONS	<p>Chinese University of Hong Kong, Shenzhen, October 2022</p> <p>University of Cambridge, Judge Business School, November 2021</p> <p>University College London, School of Management, November 2021</p> <p>Stanford University, Graduate School of Business, November 2021</p> <p>Harvard Business School, November 2021</p> <p>Washington University in St. Louis, Olin Business School, October 2021</p> <p>University of Illinois Urbana-Champaign, Gies College of Business, October 2021</p> <p>University of Texas at Dallas, Naveen Jindal School of Management, October 2021</p> <p>University of Maryland, Robert H. Smith School of Business, October 2021</p> <p>New York University, Stern School of Business, October 2021</p> <p>University of Florida, Warrington College of Business, October 2021</p> <p>Indiana University, Kelley School of Business, October 2021</p> <p>University of California, Los Angeles, Anderson School of Management, October 2021</p> <p>University of Southern California, Marshall School of Business, October 2021</p> <p>Cornell University, Johnson Graduate School of Management, October 2021</p> <p>The Hong Kong University of Science and Technology, September 2021</p> <p>University of Minnesota, Carlson School of Management, September 2021</p>	
CONFERENCE	“Un”Fair Machine Learning Algorithms	
PRESENTATIONS	<ul style="list-style-type: none"> • INFORMS Marketing Science Conference 2019 • INFORMS Annual Meeting 2019 • Thirteenth Annual FTC Microeconomics Conference 2020 	
	Crowd Bias and Machine Learning: Evidence from Crowd Lending	
	<ul style="list-style-type: none"> • 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?	
	<ul style="list-style-type: none"> • Yale SOM Junior Quant Marketing Conference 2022 • INFORMS Marketing Science Conference 2022 • IMS/HBS Data Science Workshop 2022 • CMU Symposium on AI and Social Good 2020 	
TEACHING	<p>New York University</p> <ul style="list-style-type: none"> • Introduction to Marketing (Undergraduate core), Spring 2023 <p>Carnegie Mellon University</p> <ul style="list-style-type: none"> • 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 	<p>Instructor</p> <p>Teaching Assistant</p>

HONORS AND
AWARDS

- INFORMS ISS Nunamaker-Chen Dissertation Award, 2022
- ISMS Doctoral Dissertation Proposal Competition winner, 2021
- Runner-up Award for Best Paper Published in *Information Systems Research* for 2021

SERVICE

Ad-hoc reviewer

Management Science, Information Systems Research, Production and Operations Management, Conference on Information Systems and Technology, PNAS, Nature Human Behaviour.

Session Chair

INFORMS Annual Meeting