

# Runshan Fu

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ACADEMIC APPOINTMENT	<b>New York University, New York, USA</b> Assistant Professor of Marketing	<b>2022-</b>
EDUCATION	<b>Carnegie Mellon University, Pittsburgh, USA</b> Ph.D., Information Systems and Management	<b>2015-2022</b>
	<b>Shanghai University of Finance and Economics, Shanghai, China</b> Bachelor of Management, Information Management and Information Systems	<b>2011-2015</b>
	<b>University College London, London, UK</b> Visiting Student, Management Science and Innovation	<b>2013-2014</b>
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"><li>• <b>“Un”Fair Machine Learning Algorithms</b> [SSRN] <a href="#">Runshan Fu</a>, Manmohan Aseri, Param Vir Singh, Kannan Srinivasan <b>Management Science</b>, forthcoming</li><li>• <b>Crowds, Lending, Machine, and Bias</b> [SSRN] <a href="#">Runshan Fu</a>, Yan Huang, Param Vir Singh <b>Information Systems Research</b>, 2021</li><li>• <b>AI and Algorithmic Bias: Source, Detection, Mitigation and Implications</b> [SSRN] <a href="#">Runshan Fu</a>, Yan Huang, Param Vir Singh <b>INFORMS Tutorials in Operations Research</b>, 2020</li></ul>	
WORKING PAPERS	<ul style="list-style-type: none"><li>• <b>How Does Zestimate Affect Housing Market Outcomes Across Socio-economic Segments?</b> with Yan Huang, Nitin Mehta, Param Vir Singh and Kannan Srinivasan</li><li>• <b>Model Mis-specification and Algorithmic Bias</b> [arXiv] with Yangfan Liang and Peter Zhang</li><li>• <b>Human-Algorithm Interactions: Evidence from Zillow.com</b> [NBER Working Paper] with Meng Liu and Ginger Jin</li></ul>	
INVITED PRESENTATIONS	Chinese University of Hong Kong, Shenzhen, October 2022 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?**

- 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

**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

HONORS AND  
AWARDS

- INFORMS ISS Nunamaker-Chen Dissertation Award, 2022
- ISMS Doctoral Dissertation Proposal Competition winner, 2021

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).