

Runshan Fu

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ACADEMIC APPOINTMENT	New York University, New York, USA Assistant Professor of Marketing	July 2022 - Present
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	<ol style="list-style-type: none">Crowds, Lending, Machine, and Bias [SSRN] <u>Runshan Fu</u>, Yan Huang, Param Vir Singh Information Systems Research, 2021 <ul style="list-style-type: none">Information Systems Research, Best Paper 2021, Finalist.“Un”Fair Machine Learning Algorithms [SSRN] <u>Runshan Fu</u>, Manmohan Aseri, Param Vir Singh, Kannan Srinivasan Management Science, 2022 <ul style="list-style-type: none">Management Science (IS) Best Paper, Finalist.Unequal Impact of Zestimate on the Housing Market [SSRN] <u>Runshan Fu</u>, Yan Huang, Nitin Mehta, Param Vir Singh and Kannan Srinivasan Marketing Science, forthcoming <ul style="list-style-type: none">ISMS Doctoral Dissertation Proposal Competition 2021, winner.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	<ol style="list-style-type: none">Does a Human-algorithm Feedback Loop Lead To Error Propagation? Evidence from Zillow’s Zestimate [SSRN] Runshan Fu, Ginger Jin, Meng Liu Abstract published on The Twenty-Sixth ACM Conference on Economics and Computation (EC’25) <i>Previously titled “Human-Algorithm Interactions: Evidence from Zillow.com”</i>Generative AI and Content-Creator Economy: Evidence from Online Content Creation Platforms [SSRN] Hongxian Huang, Runshan Fu, Anindya Ghose Under revision at Information Systems Research	

7. **The Tangled Web of Social Bias: Unraveling Human and Algorithmic Biases on Digital Platforms**
[SSRN]
Runshan Fu
Invited book chapter for Cambridge University Press Handbook on Digital Platforms
Under review
8. **Gambling on Gains: Reversed Loss Aversion in Opaque Product Markets**
Hongxian Huang, Runshan Fu, Anindya Ghose
9. **Algorithm failures and consumers' response: Evidence from Zillow**
Isamar Troncoso, Nikhil Malik, Davide Proserpio, Runshan Fu

WORK
IN PROGRESS

11. **Fairness Beyond Decisions: Aligning Equity with Outcomes**
with Tianshu Sun
12. **An Explainable and Theory-Driven Deep Learning Architecture for Consumer Search and Consideration Sets**
with Ella J. Xu, Tulin Erdem, Bryan Bollinger, and Raluca Ursu
13. **Managing Social Interactions on Two-Sided Platforms: A Focus on Streamer Effort in Live Streaming**
with Peiyan Yu and Anindya Ghose

INVITED
PRESENTATIONS

Junior Faculty Forum in Marketing, Washington University in St. Louis, April 2025
 Temple University, Fox School of Business, March 2025
 Cheung Kong Graduate School of Business, July 2024
 Rotman School of Business, University of Toronto, March 2024
 Gabelli School of Business, Fordham University, November 2023
 European Quant Marketing Seminar, November 2023
 Temple University, Fox School of Business, April 2023
 Chinese University of Hong Kong, Shenzhen, October 2022
 Junior Quant Marketing Conference, Yale School of Management, September 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

- Does a Human-algorithm Feedback Loop Lead To Error Propagation? Evidence from Zillow's Zestimate**
- Four School Marketing Conference 2024

- INFORMS Annual Meeting 2024
- Conference on Artificial Intelligence, Machine Learning, and Business Analytics 2024
- UT Dallas Biz AI Conference 2025
- Washington University in St. Louis Junior Faculty Forum in Marketing 2025
- POMS Conference 2025

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

(De)biased Machine Learning Algorithms on Matching Platforms

- Marketing Science: Diversity, Equity, and Inclusion Conference 2023

“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

TEACHING

New York University

Instructor

- Introduction to Marketing (Undergraduate core), Spring 2023, 2024, 2025

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

PH.D. DISSERTATION

SUPERVISION

- Ella Jiaming Xu (co-chair, initial placement: Emory University)
- Pearl Peiyan Yu (committee member and co-author, initial placement: University of Georgia)
- Zekun Liu (committee member, initial placement: Indiana University Bloomington)

HONORS AND AWARDS

- ISMS Doctoral Dissertation Proposal Competition winner, 2021
- Runner-up Award for Best Paper Published in *Information Systems Research* for 2021
- INFORMS ISS Nunamaker-Chen Dissertation Award, 2022
- Finalist for Management Science (IS Department) Best Paper Award, 2023
- Fellow for the ISMS Early Career Scholars Camp, 2023

SERVICE

Ad-hoc reviewer

Management Science, Information Systems Research, Marketing Science, Production and Operations Management, MIS Quarterly, Journal of Interactive Marketing, Marketing Letters, PNAS, Nature Human Behaviour, Conference on Information Systems and Technology

Session Chair

INFORMS Annual Meeting