

# Runshan Fu

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ACADEMIC	<b>New York University, New York, USA</b>	<b>July 2022 - Present</b>
APPOINTMENT	Assistant Professor of Marketing	
EDUCATION	<b>Carnegie Mellon University, Pittsburgh, USA</b> Ph.D., Information Systems and Management	<b>2022</b>
	<b>Shanghai University of Finance and Economics, Shanghai, China</b> Bachelor of Management, Information Management and Information Systems	<b>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] <u>Runshan Fu</u>, Manmohan Aseri, Param Vir Singh, Kannan Srinivasan <b>Management Science</b>, 2022</li><li>• <b>Crowds, Lending, Machine, and Bias</b> [SSRN] <u>Runshan Fu</u>, 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] <u>Runshan Fu</u>, 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>Does Human-algorithm Feedback Loop Lead To Error Propagation? Evidence from Zillow’s Zestimate</b> [SSRN] with Meng Liu and Ginger Jin Under 2nd round review at <b>Management Science</b></li><li>• <b>Unequal Impact of Zestimate on the Housing Market</b> [SSRN] with Yan Huang, Nitin Mehta, Param Vir Singh and Kannan Srinivasan Under Major Revision at <b>Marketing Science</b></li><li>• <b>(De)biased Machine Learning Algorithms on Matching Platforms</b> with Yunchuan Liu</li><li>• <b>Why Does My Zestimate Fluctuate? Algorithmic Pricing and Ad Revenue Incentives</b> with Nikhil Malik</li><li>• <b>Algorithm Failures and Consumers Response: Evidence from Zillow.com</b> with Isamar Troncoso, Nikhil Malik, and Davide Proserpio</li><li>• <b>Demand Estimation of Opaque Products: A Reference Price Framework</b> with Hongxian Huang and Anindya Ghose</li><li>• <b>Model Mis-specification and Algorithmic Bias</b> [arXiv] with Yangfan Liang and Peter Zhang</li></ul>	

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	<b>(De)biased Machine Learning Algorithms on Matching Platforms</b>	
PRESENTATIONS	<ul style="list-style-type: none"> <li>• Marketing Science: Diversity, Equity, and Inclusion Conference 2023</li> </ul> <p><b>How Does Zestimate Affect Housing Market Outcomes Across Socio-economic Segments?</b></p> <ul style="list-style-type: none"> <li>• Yale SOM Junior Quant Marketing Conference 2022</li> <li>• INFORMS Marketing Science Conference 2022</li> <li>• IMS/HBS Data Science Workshop 2022</li> <li>• CMU Symposium on AI and Social Good 2020</li> </ul> <p><b>“Un”Fair Machine Learning Algorithms</b></p> <ul style="list-style-type: none"> <li>• INFORMS Marketing Science Conference 2019</li> <li>• INFORMS Annual Meeting 2019</li> <li>• Thirteenth Annual FTC Microeconomics Conference 2020</li> </ul> <p><b>Crowd Bias and Machine Learning: Evidence from Crowd Lending</b></p> <ul style="list-style-type: none"> <li>• Workshop on Information Systems and Economics 2018</li> <li>• INFORMS Annual Meeting 2018</li> <li>• INFORMS Marketing Science Conference 2019</li> </ul>	
TEACHING	<p><b>New York University</b></p> <ul style="list-style-type: none"> <li>• Introduction to Marketing (Undergraduate core), Spring 2023</li> </ul> <p><b>Carnegie Mellon University</b></p> <ul style="list-style-type: none"> <li>• Decision Making Under Uncertainty (by Peter Zhang), Spring 2022</li> <li>• Decision Analytics for Business and Policy (by Peter Zhang), Spring 2020</li> <li>• Digital Transformation (by Michael Smith), Fall 2019, 2020</li> <li>• Machine Learning for Problem Solving (by Leman Akoglu), Spring 2017, 2018</li> <li>• Business Intelligence &amp; Data Mining (by Beibei Li), Spring &amp; Fall 2018</li> <li>• Unstructured Data Analytics for Policy (by George Chen), Spring 2018</li> <li>• Unstructured Data Analytics (by George Chen), Fall 2017</li> <li>• Economic Analysis (by Karen Clay), Fall 2017</li> <li>• Economic Analysis (by Alessandro Acquisti), Fall 2017</li> </ul>	<p>Instructor</p> <p>Teaching Assistant</p>

- 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
- Runner-up Award for Best Paper Published in *Information Systems Research* for 2021

SERVICE

**Ad-hoc reviewer**

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

**Session Chair**

INFORMS Annual Meeting