

# Runshan Fu

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

ACADEMIC APPOINTMENT	<b>New York University, New York, USA</b> Assistant Professor of Marketing	<b>July 2022 - Present</b>
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 Number of citations: 372	
PUBLICATION	<ul style="list-style-type: none"><li>• <b>Unequal Impact of Zestimate on the Housing Market</b> [SSRN] <u>Runshan Fu</u>, Yan Huang, Nitin Mehta, Param Vir Singh and Kannan Srinivasan <b>Marketing Science</b>, forthcoming – <b>ISMS Doctoral Dissertation Proposal Competition 2021</b>, winner.</li><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 – <b>Management Science (IS) Best Paper</b>, Finalist.</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 – <b>Information Systems Research, Best Paper 2021</b>, Finalist.</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 a Human-algorithm Feedback Loop Lead To Error Propagation? Evidence from Zillow’s Zestimate</b> [SSRN] with Meng Liu and Ginger Jin</li><li>• <b>The Tangled Web of Social Bias: Unraveling Human and Algorithmic Biases on Digital Platforms</b> [SSRN] Invited book chapter for Cambridge University Press Handbook on Digital Platforms Under review</li><li>• <b>Generative AI and Content-Creator Economy: Evidence from Online Content Creation Platforms</b> [SSRN] with Hongxian Huang and Anindya Ghose</li></ul>	

- **Algorithm Failures and Consumers Response: Evidence from Zillow.com** [SSRN]  
with Isamar Troncoso, Nikhil Malik, and Davide Proserpio
- **Why Does My Zestimate Fluctuate? Algorithmic Pricing and Ad Revenue Incentives**  
with Nikhil Malik
- **Gambling on Gains: Reversed Loss Aversion in Opaque Product Markets**  
with Hongxian Huang and Anindya Ghose

#### INVITED

Cheung Kong Graduate School of Business, July 2024

#### PRESENTATIONS

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

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

#### **How Does Zestimate Affect Housing Market Outcomes Across Socio-economic Segments?**

#### PRESENTATIONS

- 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

#### **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

#### **(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, 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