

Han Yuan 袁晗

Room 328, College of Business
Shanghai University of Finance and Economics
Yangpu, Shanghai

Citizenship: China

yuanhan.io

+86 18768118306

yuanhan # mail.shufe.edu.cn

Research Interests

Industrial Organization, Quantitative Marketing, Digital Economy

Employment

2023.8-Current **Assistant Professor**, College of Business, Shanghai University of Finance and Economics

2021.7-Current **Assistant Professor**, School of Business, Sun Yat-sen University

2020.12-2021.6 **Resident Scholar**, Luohan Academy, Alibaba

Education

2016-2021 **Doctor of Philosophy in Economics**, *The University of Arizona*

2014-2016 **Master of Philosophy in Economics**, *The Chinese University of Hong Kong*

2010-2014 **Bachelor of Economics**, *Zhejiang University*

Publication

1. Xiao, Mo and Yuan, Han. (2023) Policy-Driven Innovation: The Case of China. *Quarterly Journal of Economics and Management* (《经济管理学报》)
2. Yuan, Han. (2016). Measuring Media Bias in China. *China Economic Review*, 38, pp. 49-59
Media mention: Financial Times

Working Papers

1. Competing for Time: A Study of Mobile Applications (Revise & Resubmit at International Journal of Industrial Organization)
2. Editorial Recommendations and Product Discovery: Evidence from Apple App Store (with Duan Keran, Zhang Xi)
3. The Impacts and Cultural Implications of Movie Recap Videos (with Yuxin Chen, Wenyu Dou, Jintao Wu) (draft available upon request)

Research in Progress

1. Content Curation (with Yuxin Chen, Wenyu Dou, Jintao Wu)

Conference & Seminar Presentations

2025	AMA Summer Academic Conference
2024	PKU Digital Economy Workshop
2023	Jinan IESR, The 2023 Seminar of the Digital Economy Open Research Platform, SHUFE, AMES
2022	MSI 2022, JMS 2022

2021	<i>AMES, CMES, IIOC, ISMS Marketing Science, SHUFE College of Business, PKU CCER SI, China VIOS</i>
2020	<i>Young Economists Symposium, ShanghaiTech SEM, Arizona Marketing, ISMS Marketing Science, International Conference of WEAI.</i>
2019	Asian Meeting of the Econometric Society, Machine Learning Group at Arizona
2016	NTU-CUHK Economics Graduate Students Workshop

Scholarship & Honors

2022	JMS Best Paper Award (honorable mention)
2019	Ed Zajac Prize for the Best Third Year Paper (honorable mention)
2018	Eller Small Research Grant
2015	Lee Hysan Scholarship

Referee Service

Journal of the Royal Statistical Society (Statistics in Society), Economic Journal, Journal of Economic Behavior and Organization, Journal of Economics & Management Strategy

Teaching Experience

Shanghai University of Finance and Economics

Intermediate Microeconomics, Empirical Industrial Economics (PhD), Microeconomics (PhD)

Sun Yat-sen University

Econometrics, Marketing Channels

The University of Arizona

Microeconomic Analysis for Business Decisions

Skills

Computer Python, C/C++, R, Matlab, Stata.

Languages Chinese, English.

References

Mo Xiao (Chair)
 Professor of Economics
 Eller Fellow
 Eller College of Management
 The University of Arizona
 mxiao@arizona.edu

Yong Liu
 Marketing Department Head
 Robert A. Eckert Endowed Chair in
 Marketing
 Eller College of Management
 The University of Arizona
 yoliu@arizona.edu

Gautam Gowrisankaran
 Professor of Economics
 Columbia University
 Research Associate
 National Bureau of Economic Research
 Research Fellow
 Centre for Economic and Policy Research
 gautamg2@gmail.com