SHAN HUANG

Personal Information

- Personal Website: https://www.shanhhuang.com/
- Email: shanhh@hku.hk & shan.huangbj@gmail.com
- Nationality: Canadian Citizenship

Professional Positions

- 2021 - Now: Assistant Professor
  Area of Marketing 2023 – Now
  Area of Innovation and Information Management (IIM) 2021 - 2022
  Faculty of Business and Economics, The University of Hong Kong, Hong Kong
  Performance review: 5/5 (2021), 4/5 (2023, 2024), 5/5 (2025)

- 2018 – 2020: Assistant Professor
  Department of Information Systems & Operations Management
  Michael G. Foster School of Business, University of Washington, Seattle, WA, USA
  Performance review on research (2020): 8.5/9

- 2018 - Now: Consultant
  WeChat, Tencent Technology Company Ltd, China

- 2020 – 2025: Digital Fellow
  Digital Economy Lab
  Institute for Human-Centered AI, Stanford University, Stanford, CA, USA

Education

- 2012 - 2018: Ph.D., Management Science,
  Sloan School of Management, Massachusetts Institute of Technology, Cambridge, MA, USA
  Committee Chair: Erik Brynjolfsson

- 2010 - 2012: M.Sc., Management Information Systems,
  Sauder School of Business, University of British Columbia, Vancouver, BC, Canada
  Committee Chair: Izak Benbasat

- 2006 - 2010: B.A. Business Administration,
  School of Economics and Management, Tsinghua University, Beijing, China

Research Interests

- Technology-Enabled Marketing Strategies and Decision-Making
  - Digital Experimentation Methods — Long-term effects, external validity, A/B testing at scale
  - AI for Marketing Decisions — LLM-based causal inference, product decisions, and evaluations
  - Social Media Platforms — Advertising effectiveness, content diffusion, algorithmic vs. social

recommendations

Publications

Journal Papers

1. **Shan Huang***†, Chen Wang*‡, Yuan Yuan*‡, Jinglong Zhao‡* & Jingjing Zhang‡, (industry author) (2026) Estimating Effects of Long-Term Treatments, *Management Science. (paper forwarded at EC'23)*
   - The Method implemented at Tencent and ByteDance in their operations.
   - Presented at Tencent, Kuaishou, ByteDance, Meta, Lyft, and LinkedIn
   - Distributed as part of the Fast Causal Inference open-source package on GitHub: https://github.com/Tencent/fast-causal-inference.
2. Yifan Yu*‡, **Shan Huang***†, Yuchen Liu‡, & Yong Tan (2025), Emotions in Online Content Diffusion, *Information Systems Research.*
3. **Shan Huang**† & Song Lin†‡ (2024), Do More "Likes" Lead to More Clicks? Evidence from a Field Experiment on Social Advertising, *Journal of Marketing.*
4. **Shan Huang**†, Sinan Aral, Yu Hu & Erik Brynjolfsson (2020). Social Advertising Effectiveness Across Products: A Large-Scale Field Experiment, *Marketing Science,* 39(6), 1142-1165.
   - The earliest large-scale experiment involving over 37 million users on WeChat, contributing to building WeChat's first A/B testing system at Tencent.
5. Hailiang Chen†ǂ, Yu Hu & **Shan Huang** (2019). Monetary Incentive and Stock Opinions on Social Media. *Journal of Management Information Systems,* 36(2), 391-417.

Conference Proceedings

6. **Shan Huang** and Yi Ji‡, Algorithmic vs. Friend-based Recommendations in Shaping Novel Content Engagement: A Large-scale Field Experiment, in proceedings of The Twenty-Fifth ACM Conference on Economics and Computation (EC'24), Yale University, USA.
7. Chen Wang‡, Shichao Han‡,* (industry author) and **Shan Huang**, Enhancing External Validity of Experiments with Ongoing Sampling, in proceedings of The Twenty-Fifth ACM Conference on Economics and Computation (EC'24), Yale University, USA.
8. **Shan Huang,** Chen Wang‡, Yuan Yuan‡,*, Jinglong Zhao‡,* and Jingjing Zhang‡,* (industry author), Estimating Effects of Long-Term Treatments, in proceedings of The Twenty-Fourth ACM Conference on Economics and Computation (EC'23), King's College London, UK.

Working Papers

1. **Shan Huang**†, Yi Ji ‡, & Leyu Lin‡, (industry author), Algorithms vs. Peers in Shaping Novel Content Engagement, under *2nd Round Review at Information Systems Research.* (*paper forwarded at EC'24*)
2. Chen Wang‡, **Shan Huang**†, & Shichao Han‡, (industry author), Enhancing External Validity of Experiments with Ongoing Sampling, under *Revise and Resubmit at Journal of Marketing Research*, (*paper forwarded at EC'24*)
   a. Implemented as an embedded function in Tencent's experimentation system.
   b. Presented at Tencent, ByteDance, and LinkedIn
3. Chen Wang‡, **Shan Huang**†, Shichao Han‡ (industry author) & Yong Wang (industry author), LLM-Driven Multi-Agent Framework for Causal Inference

   a. Developed with Tencent; tested and adopted in production.
   b. Presented at Workshop on AI Data Scientist, KDD 2026 & MIT CODE 2025
4. Yi Ji‡, **Shan Huang†**, Tong Wang‡, & Jinyong Ma‡ (industry author), Measuring User Satisfaction at Scale with LLMs
   a. Developed with ByteDance; tested and validated in practice.
5. Yi Ji‡ & **Shan Huang†**, LLMs in Product Selection for Small Businesses
   a. Developed with small e-commerce platforms; tested in practice.
6. **Shan Huang** & Yifan Yu (2024), Customer-Product Matches in Social Referrals[1].

Business Cases

1) **Shan Huang**, Shipeng Yan‡*, Zhenhui Jiang, and Minying Huang (2022), ESG at WeChat Pay to Support SMEs, *Asia Case Research Centre*
2) **Shan Huang**, Xiaoming Yuan, and Minying Huang (2025), Algorithm Innovation at Huawei Cloud, *Asia Case Research Centre, forthcoming*

Book-in-Progress

Title: Experimentation at Scale: Methods and Practice from China's Tech Frontier

- *Authors:* Yunfei Han* (ByteDance), **Shan Huang***, Jinyong Ma* (ByteDance), Yong Wang* (Tencent), and Kenny Xie* (Google; formerly Alibaba and Kuaishou)
- *Publisher:* Posts & Telecommunications Press.

** Authorship is ordered alphabetically or by reverse seniority,*

†Corresponding author

‡ Junior Coauthor (Student and Assistant Professors during which they mainly contributed to the paper.)

Conference Presentations

- **Shan Huang**, Validity of A/B Tests in Decision-Making Using Algorithms, Choice Symposium, Vail, Colorado, 2026
- Chen Wang, **Shan Huang**, Shichao Han (industry author) and Yong Wang (industry author), "CausLab: LLM-Driven Multi-Agent Bayesian Framework for Causal Inference",
  1) The 1st International Workshop on AI Data Scientist, KDD 2026
  2) MIT CODE, Atlanta, USA, 2025
- Yi Ji & **Shan Huang**, LLMs in Product Selection for Small Businesses
  1) INFORMS Annual Meeting, Atlanta, USA, 2025
- **Shan Huang** and Yi Ji, "Novel Information Mediated by Algorithms vs. Social Ties: A Large-scale Field Experiment",
  1) Conference on Information Systems and Technology (CIST, scheduled), Atlanta, 2025
  2) Marketing Science Conference, Washington DC, USA, 2025
  3) The Twenty-Fifth ACM Conference on Economics and Computation, New Haven, 2024
  4) China-India Insights, Hong Kong, 2024
  5) MIT Conference on Digital Experimentation (CODE), Boston, USA, 2022
- Chen Wang, **Shan Huang**, and Shichao Han "Enhancing External Validity of Experiments with

[1] This paper was under major revision at *Journal of Marketing*. We decided to not pursue it for publication due to the data privacy issue very recently.

Ongoing Sampling",
6) Marketing Science Conference, Washington DC, USA, 2025
7) The Twenty-Fifth ACM Conference on Economics and Computation, New Haven, USA, 2024
8) China-India Insights, Hong Kong, 2024
9) MIT Conference on Digital Experimentation (CODE), Boston, USA, 2024

- **Shan Huang**, Chen Wang, Yuan Yuan, Jinglong Zhao and Jingjing Zhang, "Estimating Effects of Long-Term Treatments",
  10) Marketing Science Conference, Sydney, Australia, 2024
  11) Marketing Innovation Workshop, Atlanta, USA, 2023
  12) American Causal Inference Conference (ACIC), Austin, USA, 2023
  13) Revenue Management and Pricing (RMP), London, UK, 2023
  14) Conference on Information Systems and Technology (CIST), Phoenix, USA, 2023
  15) The Twenty-Fourth ACM Conference on Economics and Computation, London, 2023
  16) MIT Conference on Digital Experimentation (CODE), Boston, USA, 2022
- **Shan Huang** and Yifan Yu, "Customer-Product Matches in Social Referrals",
  17) Conference on Information Systems and Technology (CIST), Indianapolis, USA, 2022
- Yifan Yu, **Shan Huang**, Yuchen Liu, and Yong Tan, "Emotions in Online Content Diffusion",
  18) Marketing Science Conference, Online, 2020
  19) International Conference on Computational Social Science (IC2S2), Online, 2020
  20) MIT Conference on Digital Experimentation (CODE), Boston, 2019
- **Shan Huang and Song Lin,** "*Do More 'Likes' Lead to More Clicks? Evidence from a Field Experiment on Social Advertising",* (early version presented as *Shan Huang, "Social Influence in Public and Private Behaviors"*).
  21) INFORMS Annual Meeting, Seattle, USA, 2019
  22) MIT Conference on Digital Experimentation (CODE), Boston, USA, 2017
  23) International Conference on Information Systems (ICIS), Dublin, Ireland, 2016
  24) Conference on Information Systems and Technology (CIST), Dublin, Ireland, 2016
- **Shan Huang**, Sinan Aral, Yu Hu, and Erik Brynjolfsson. Social Advertising Effectiveness Across Products: A Large-Scale Field Experiment
  25) Conference on Information Systems and Technology (CIST), Seoul, Korea, 2017
  26) MIT Conference on Digital Experimentation (CODE), Boston, USA, 2016
- Hailiang Chen, Yu Hu and **Shan Huang**. Does monetary incentive lead to better stock recommendations on social media?
  27) International Conference on Information Systems (ICIS), Seoul, Korea, 2017
- **Shan Huang**, Izak Benbasat and Andrew Burton-Jones, The role of product recommendation agents in collaborative online shopping
  28) Thirty-Second International Conference on Information Systems (ICIS), Shanghai, 2011

Invited Talks - Academia

1) Purdue University, West Lafayette, IN, USA, 2026
2) University of Notre Dame, South Bend, IN, USA, 2026
3) Boston University, Boston, MA, USA, 2025
4) University of British Columbia, Vancouver, BC, Canada, 2025
5) Yale University, New Haven, CT, USA, 2025

6) Tsinghua, Shenzhen, 2025
7) Invited discussant, Session on Technology, Digital Markets, and AI, ABFER (Asian Bureau of Finance and Economic Research) Annual Conference, Singapore, 2025
8) Keynote speaker, HK Quant Marketing Conference, Hong Kong, 2025
9) The Chinese University of Hong Kong, Shenzhen, 2024
10) Keynote speaker, HKU-PKU Marketing Conference, Hong Kong, 2023
11) Peking University HSBC Business School, Shenzhen, China, 2023
12) Stanford University, Digital Economy Lab, HAI, Palo Alto, CA, USA, 2022.
13) The Hong Kong Polytechnic University, Faculty of Business, Hong Kong, 2022
14) Nanyang Business School, NTU, Singapore, 2021.
15) University of Hong Kong, Faculty of Business and Economics, 2020
16) Fox School of Business, Temple University, Philadelphia, PA, USA, 2019
17) MIT Initiative on Digital Economy Annual Conference, Cambridge, MA, USA, 2018
18) McGill University, Desautels Faculty of Management, Montreal, QC, Canada, 2018
19) University of Washington, Foster School of Business, Seattle, WA, USA, 2018
20) University of California San Diego, Rady School of Management, La Jolla, USA, 2018
21) The Hong Kong University of Science and Technology, Business School, 2018
22) University of Pennsylvania, Wharton School of Business, Philadelphia, PA, USA, 2017
23) Boston College, Carroll School of Management, Chestnut Hill, MA, USA, 2017
24) MIT Economic Sociology Workshop, Cambridge, MA, USA, 2017
25) University of British Columbia, Vancouver, BC, Canada, 2017

Invited Talks - Industry

1) Organizer, panelist and moderator, Inaugural MIT-Shenzhen AI Summit, Shenzhen, 2025
2) Data Applications, ByteDance, Beijing, 2025
3) IEG Globe, Tencent, Palo Alto, CA, 2025
4) Tech Talk (company-wide) @ LinkedIn, Mountain View, CA, 2025
5) Academic Lecture Series (company-wide), Kuaishou Technology, Beijing, China, 2023
6) WeChat Business Group (company-wide), Tencent, Guangzhou, 2021

** "Company-wide talk" refers to a talk that invites all employees across the organization.*

Selected Awards and Grants

- Faculty Research Postgraduate Supervision Award (350,000 HKD), HKU Business School, 2026
- Principal investigator, General Research Fund (GRF), The Research Grants Council, Hong Kong, 482,814 HKD, 2026 - 2029.
- Principal investigator, WeChat (Tencent) Research Grant (Competitive Industry Grant), 1.2 million HKD, 2026 – 2029
    - Project: LLMs for Innovative Causal Inference
- Teaching Innovation Award (30,000 HKD), HKU Business School, 2024
- Principal investigator, Innovation and Technology Support Program (Platform), Hong Kong Government, 1,165,000 HKD, 2023-2025
    - Sole ITSP project awarded to HKU Business School; One of Only 4 ITSP projects awarded university-wide in 2022/23.

- Principal investigator, Research Projects of the University of Hong Kong Faculty of Business and Economics, Shenzhen Research Institutes (SZRI), 537,500 RMB, 2023 - 2024
- Principal investigator, WeChat (Tencent) Research Grant, 740,000 RMB, 2022-2024
    - Empirical Analysis of WeChat Ecosystems
- Peterson Jr. Fellowship, MIT Sloan School of Management, 2012 - 2018
- Fellow, NBER Economics of Digitization Doctoral Consortium, 2017

Teaching and Mentoring

- AI in Business Decisions (2026, Jan to March)
    - MSc at Mitch Daniels School of Business, Purdue University
    - Distinguished Fellow and Visiting Professor: Mitch Daniels School of Business, Purdue University (2026)
- A/B Testing in Product Management (2025 – Now)
    - Master of Science in Marketing and Master of Science in Business Analytics, HKU Business School
    - Founding course instructor; teaching evaluation: avg. 90, 91/100, 2025
- Field Experiments (2025 – Now)
    - PhD Program, HKU Business School
    - Founding course instructor
- Digital Experimentation Methods (2021-2024)
    - Master of Science in Business Analytics, HKU Business School (2021-2024)
    - Founding course instructor; teaching evaluation: avg. 95, 95/100, 2024; highest-demand elective course in MSBA 2022-2024
    - Teaching Innovation Award, HKU Business School
- Department of Information Systems & Operations Management, Michael G. Foster School of Business, UW (2018-2020)
    - IS445, Database Management (undergraduate)
    - IS460, System Analysis and Design (Product Management) (undergraduate)
    - IS 581A, Applied Network Theory & Networked Experiments (PhD)
- Ph.D. Student Mentoring (Committee Chair)
    - Chen Wang (HKU) – Placement: HKUST(GZ)
    - Yi Ji (HKU)

Professional Service

- Track Chair, Digital Marketing and Social Media, AMA Summer Academic Conference 2026
- Editorial Board Member, Journal of Business Research (since 2025)
- Conference Committee Members:
    - Annual Conference on Capital Market Research in the Era of AI (AICM), 2025
    - Conference on Information Systems and Technologies (CIST by INFORMS), 2019 - 2025
- Reviewers: Management Science, Quantitative Marketing and Economics (QME), Information Systems Research, MIS Quarterly

[Updated on Aug 28rd ,2026]