

SHAN HUANG

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Experience

- 2021 - Now: Assistant Professor
Information and Information Management
Faculty of Business and Economics, The University of Hong Kong, Hong Kong
- 2018 – 2020: Assistant Professor
Information Systems & Operations Management
Michael G. Foster School of Business, University of Washington, Seattle, WA, USA
- 2020 - Now: Digital Fellow
Digital Economy Lab
Institute for Human-Centered AI, Stanford University, Stanford, CA, USA
- 2018 - Now: Consultant
WeChat, Tencent Technology Company Ltd, Guangzhou, China

Education

- 2012 - 2018: Ph.D., Management Science,
Sloan School of Management, Massachusetts Institute of Technology, Cambridge, MA, USA
Committee: Erik Brynjolfsson (Chair), Sinan Aral, Jeffrey Yu Hu
- 2010 - 2012: M.Sc., Management Information Systems,
Sauder School of Business, University of British Columbia, Vancouver, BC, Canada
Advisor: Izak Benbasat (Chair), Andrew Burton-Jones
- 2006 - 2010: B. A. Business Administration,
School of Economics and Management, Tsinghua University, Beijing, China

Research Interests

- Digital Economy and Computational Social Science
- New Social Media and Social Networks
- A/B Testing: Methodologies and Applications

Publications

1. 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.
2. Hailiang Chen, Yu Hu & Shan Huang (2019). Monetary Incentive and Stock Opinions on Social Media. *Journal of Management Information Systems*, 36(2), 391-417.

3. Shan Huang*, Chen Wang, Yuan Yuan, Jinglong Zhao & Jingjing Zhang, Estimating Effects of Long-Term Treatments, *The Twenty-Fourth ACM Conference on Economics and Computation (EC'23)*, forwarded to *Management Science* for potential publication.

Working Papers

4. Yifan Yu, Shan Huang* (co-first author), Yuchen Liu, & Yong Tan (2020), Emotions in Online Content Diffusion, *under major revision at Information Systems Research*
5. Shan Huang* & Yifan Yu, Customer-Product Matches in Social Referrals: A Graph Embedding Approach, *reject and resubmit at Management Science*.
6. Shan Huang* & Song Lin (2020), Do More "Likes" Lead to More Clicks? Evidence from a Field Experiment on Social Advertising, *under major revision at Journal of Marketing*
7. Shan Huang*, Novel Information Mediated by Algorithms vs. Social Ties: A Large-scale Field Experiment
8. Shan Huang*, Yifan Yu & Yuan Yuan, The Strength of Weak Ties in Private Messaging vs. Broadcasting
*corresponding author

Selected Conference Presentations

- Shan Huang, Chen Wang, Yuan Yuan, Jinglong Zhao & Jingjing Zhang, Estimating Effects of Long-Term Treatments, *presented in Conference on Digital Experimentation (CODE) 2022, Marketing Innovation Workshop 2023, American Causal Inference Conference (ACIC) 2023, Revenue Management and Pricing (RMP) 2023, Conference on Information Systems and Technology (CIST) 2023, The Twenty-Fourth ACM Conference on Economics and Computation (EC'23)*
- Yifan Yu, Shan Huang, Yuchen Liu, & Yong Tan, Emotions in Online Content Diffusion, *presented in Conference on Digital Experimentation (CODE) 2019, Marketing Science Conference 2020, IC2S2 (International Conference on Computational Social Science) 2020*
- Shan Huang & Song Lin, Do More "Likes" Lead to More Clicks? Evidence from a Field Experiment on Social Advertising, *presented in INFORMS Annual Meeting 2019, Conference on Digital Experimentation (CODE) 2017, Conference on Digital Experimentation (CODE) 2017*
- Hailiang Chen, Yu Hu & Shan Huang. Does monetary incentive lead to better stock recommendations on social media? *presented in Thirty Eighth International Conference on Information Systems (ICIS, Conference on Information Systems and Technology (CIST), 2017*
- Shan Huang. Social influence in public and private behaviors. *presented in Thirty-Seventh International Conference on Information Systems (ICIS) 2016, Conference on Information Systems and Technology (CIST) 2016*
- Shan Huang, Izak Benbasat & Andrew Burton-Jones, The role of product recommendation agents in collaborative online shopping. *presented in Thirty-Second International Conference on Information Systems (ICIS), 2011*

Invited Talks

1. Kuaishou Technology, Beijing, 2023
2. Stanford University, HAI, Palo Alto, CA, 2022.

3. Faculty of Business, The Hong Kong Polytechnic University, Hong Kong, 2022
4. WeChat Business Group, Tencent, Guangzhou, China, 2021
5. Faculty of Business and Economics, University of Hong Kong, 2020
6. Fox School of Business, Temple University, Philadelphia, PA, 2019
7. MIT Initiative on Digital Economy Annual Conference, Cambridge, MA, 2018
8. Kellogg School of Management, Northwestern University, Evanston, IL, 2018
9. Desautels Faculty of Management, McGill University, Montreal, QC, 2018
10. Foster School of Business, University of Washington, Seattle, WA, 2018
11. Rady School of Management, University of California San Diego, La Jolla, CA, 2018
12. Wharton School of Business, University of Pennsylvania, Philadelphia, PA, 2017
13. Carroll School of Management, Boston College, Chestnut Hill, MA, 2017
14. MIT Economic Sociology Workshop, Cambridge, MA, 2017
15. University of British Columbia, Vancouver, BC, 2017

Selected Awards and Grants

- WeChat (Tencent) Research Grant, 740,000 RMB
- Research Projects of the University of Hong Kong Faculty of Business and Economics, Shenzhen Research Institutes (SZRI), 537, 500 RMB
- Innovation and Technology Support Programme (Platform), Hong Kong Government, 1,160,000 HKD
- Peterson Jr. Fellowship, MIT Sloan School of Management
- Fellow, NBER Economics of Digitization Doctoral Consortium
- Selected for Master's Research Funds, University of British Columbia
- Scholarships for Academic Excellence, Tsinghua University

Teaching and Mentoring

- Master of Science in Business Analytics, HKU Business School
 1. MSBA 7025, Digital Experimentation Methods (A/B Testing)
- Department of Information Systems & Operations Management
Michael G. Foster School of Business
 1. IS445, Database Management
 2. IS460, System Analysis and Design (with new content on product management)
- Ph.D. Student Mentoring
 1. Chen Wang (HKU, Chair)
 2. Yifan Yu (UW)
 3. Yucehn Liu (UW)

Professional Service

- Reviewer: Management Science, Information Systems Research, MIS Quarterly, ICIS
- Program Committee: CIST 2019-2022