SHAN HUANG

Personal Information

- Personal Website: https://www.shanhhuang.com/
- Email: shanhh@hku.hk & Phone (WhatsApp): +852 62316152
- 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)
- Distinguished Fellow: Mitch Daniels School of Business, Purdue University (2026)

- 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

- 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, China

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

Key Topics on: New social media and social networks; AI-enabled causal inference and digital experimentation methods; A/B testing and product management

Publications

Journal Papers

1. **Shan Huang***†, Chen Wang*‡, Yuan Yuan*‡, Jinglong Zhao‡* & Jingjing Zhang (industry author) (2025) Estimating Effects of Long- Term Treatments, *Management Science, forthcoming. (paper forwarding by EC'23)*
   o The Method implemented at Tencent and ByteDance in their operations.
   o Presented at Tencent, Kuaishou, ByteDance, Meta, Lyft, and LinkedIn
   o 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.
   o 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†‡, 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.

Note. ACM EC is widely recognized as an **A-level** *Computer Science* conference and publication. All three of my EC papers were subsequently submitted to journals for consideration with only abstract published in conference proceedings and citations.

Working Papers

1. Chen Wang‡, **Shan Huang**†, & Shichao Han (industry author), Enhancing External Validity of Experiments with Ongoing Sampling, *under reject & resubmit at Marketing Science, (paper forwarding by EC'24)*
   o Implemented as an embedded function in Tencent's experimentation system.
   o Presented at Tencent, ByteDance, and LinkedIn

2. **Shan Huang**†, *Yi Ji‡,* & Leyu Lin (industry author), Algorithms vs. Peers in Shaping Novel Content Engagement, *under major revision at Information Systems Research. (paper forwarding by EC'24)*

3. **Shan Huang**† & Yifan Yu‡, Understanding Customer-Product Matching in Social Media Referrals: A Data-Driven Approach, *under major revision at Journal of Marketing.*

4. **Shan Huang***†, Yuan Yuan*‡ & Yi Ji‡, The Strength of Weak Ties Differs in Private Messaging vs. Broadcasting, *to be submitted*

Work-in-Progress

5. Yi Ji‡ & **Shan Huang**†, LLMs in Product Selection for Small Businesses

6. Chen Wang‡, **Shan Huang**†, Shichao Han (industry author) & Yong Wang (industry author), LLM-Driven Causal Inference: A Multi-Agent System

7. **Shan Huang**, Tong Wang‡, & Jinyong Ma (Industry author), LLM-based Digital Twins for Market Research

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

o *Authors:* Yunfei Han* (Bytedance), **Shan Huang***, Jinyong Ma* (ByteDance), Yong Wang* (Tencent), and Kenny Xie* (Google; formerly Alibaba and Kuaishou)

o *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

o Chen Wang, **Shan Huang**, Shichao Han (industry author) and Yong Wang (industry author), "LLMs-Driven Causal Inference: A Multi-Agent System",
   1) MIT CODE (scheduled), Atlanta, USA, 2025

o Yi Ji‡ & Shan Huang†, LLMs in Product Selection for Small Businesses
   1) INFORMS Annual Meeting (scheduled), Atlanta, USA, 2025

o **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

o Chen Wang, Shichao Han, and **Shan Huang**, "Enhancing External Validity of Experiments with 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

o **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

o **Shan Huang** and Yifan Yu, "Customer-Product Matches in Social Referrals",
17) Conference on Information Systems and Technology (CIST), Indianapolis, USA, 2022

o 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

o **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

o **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

o 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

o **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) Notre Dame University, 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, USA, 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, USA, 2017

Invited Talks - Industry
1) Data Applications, Bytedance, Beijing, 2025
2) IEG Globe, Tencent, Palo Alto, CA, 2025
3) Tech Talk (company-wide) @ LinkedIn, Mountain View, CA, 2025
4) Academic Lecture Series (company-wide), Kuaishou Technology, Beijing, China, 2023
5) WeChat Business Group (company-wide), Tencent, Guangzhou, 2021

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

Selected Awards and Grants
- Principal investigator, WeChat (Tencent) Research Grant (Competitive Industry Grant), 1.2 million HKD, 2026 – 2029
    - Project: LLMs for Innovative Causal Inference
        - Supports development of LLM-driven frameworks for causal inference in large-scale online experiments
    - Awarded funding following an initial planned allocation (HKD 1.3 million, 2025–2028)
- 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

- o 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)
  - o MSc at Mitch Daniels School of Business, Purdue University

- A/B Testing in Product Management (2025 – Now)
  - o Master of Science in Marketing and Master of Science in Business Analytics, HKU Business School
  - o Founding course instructor; teaching evaluation: avg. 90, 91/100, 2025

- Field Experiments (2025 – Now)
  - o PhD Program, HKU Business School
  - o Founding course instructor
- Digital Experimentation Methods (2021-2024)
  - o Master of Science in Business Analytics, HKU Business School (2021-2024)
  - o Founding course instructor; teaching evaluation: avg. 95, 95/100, 2024; highest-demand elective course in MSBA 2022-2024
  - o Teaching Innovation Award, HKU Business School

- Department of Information Systems & Operations Management, Michael G. Foster School of Business, UW (2018-2020)
  - o IS445, Database Management (undergraduate)
  - o IS460, System Analysis and Design (Product Management) undergraduate)
  - o IS 581A, Applied Network Theory & Networked Experiments (PhD)
- Ph.D. Student Mentoring (Committee Chair)
  - o Chen Wang, Yi Ji (HKU)

Professional Service

- Conference Committee Members:
  - o Annual Conference on Capital Market Research in the Era of AI (AICM), 2025
  - o Conference on Information Systems and Technologies (CIST by INFORMS), 2019 - 2025
- Reviewers: Management Science, Quantitative Marketing and Economics (QME), Information Systems Research, MIS Quarterly

Media Coverage

- **HK01 In-depth Feature:** *Academia–Industry Collaboration, Part I | University Courses in the Innovation Era: From "Teaching-Centered" to "Learning-Centered"*
- **HK01 In-depth Feature**: *Industry–Academia Collaboration II ｜From Academia to Industry: How Innovation and Technology Faculty and Students Transform Their Roles*
- **FBE TPG Official WeChat Account:** *High-Impact MSBA Course | Teaching + Practice: Interviewers Asked About the Experiment Design from Class!*
- **MBAChina:** *WeChat Pay Empowers Small and Medium-Sized Enterprises*

[March 24th 2026]