

# 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 in Information Technology,  
Sloan School of Management, Massachusetts Institute of Technology, Cambridge, MA, USA  
Advisor: Erik Brynjolfsson
- 2010 - 2012: M.Sc., Management Information Systems,  
Sauder School of Business, University of British Columbia, Vancouver, BC, Canada  
Advisor: Izak Benbasat
- 2006 - 2010: B.A., Management Information Systems,  
School of Economics and Management, Tsinghua University, Beijing, China

## Research Interests

- Digital Economy, Business Analytics, and Computational Social Science
- Social Networks, Social Media and Digital Strategy
- Social Influence and Information Diffusion
- Methodology: Large-scale Randomized Field Experiments (A/B Tests), Econometrics, Network Analysis, Machine Learning

## Research

- **Journal Publications**

1. Huang, S., Aral, S., Hu, Y. J., & Brynjolfsson, E. (2020). Social Advertising Effectiveness Across Products: A Large-Scale Field Experiment, *Marketing Science*, 39(6), 1142-1165.
2. Chen, H., Hu, Y. J., & Huang, S. (2019). Monetary Incentive and Stock Opinions on Social Media. *Journal of Management Information Systems*, 36(2), 391-417.

- **Working Papers**

1. Yifan Yu, Shan Huang, Yuchen Liu, & Yong Tan (2020), Emotions in Online Content Diffusion, *under review – presented* in CODE (Conference on Digital Experimentation) 2019, Marketing Science Conference 2020, IC2S2 (International Conference on Computational Social Science) 2020
2. Shan Huang, Yifan Yu, & Yifan Jiao, Customer-Product Matches: A Graph Embedding Approach, *under review – presented* in CIST (Conference on Information Systems and Technology) 2022
3. Shan Huang & Song Lin (2020), The Effectiveness of Social Advertising, – *presented* in INFORMS Annual Meeting 2019, CODE 2017, ICIS 2017, CIST 2016
4. Shan Huang, Chen Wang, Yuan Yuan, & Jinglong Zhao, Estimating the Causal Effects of Long-term Treatment, – *presented* in CODE 2022

- **Papers in Refereed Conference Proceeding**

1. Huang, S., Yu, Y. F., Jiao, Y. F., (2022). Customer-Product Matches: A Graph Embedding Approach. *In Conference on Information Systems and Technology (CIST)*. Indianapolis, IN.
2. Chen, H., Hu, Y. J., & Huang, S. (2017). Does monetary incentive lead to better stock recommendations on social media? *In Proceedings of Thirty Eighth International Conference on Information Systems (ICIS)*, Seoul, Korea.
3. Huang, S., Aral, S., Hu, Y. J., Brynjolfsson, E., (2017). Social influence across products: A large-scale field experiment. *In Conference on Information Systems and Technology (CIST)*. Houston, TX.
4. Huang, S. (2016). Social influence in public and private behaviors. *In Proceedings of Thirty-Seventh International Conference on Information Systems (ICIS)*, Dublin, Ireland.
5. Huang, S. (2016). Social influence in public and private behaviors. *In Conference on Information Systems and Technology (CIST)*. Nashville, TN.
6. Huang, S., Benbasat, I. and Burton-Jones, A., (2011). The role of product recommendation agents in collaborative online shopping. *In Proceedings of Thirty-Second International Conference on Information Systems (ICIS)*, Shanghai, China.

## **Invited Talks**

1. Stanford University, HAI, Palo Alto, CA, 2022.
2. Faculty of Business, The Hong Kong Polytechnic University, Hong Kong, 2022
3. WeChat Business Group, Tencent, Guangzhou, China, 2021
4. Faculty of Business and Economics, University of Hong Kong, 2020
5. Fox School of Business, Temple University, Philadelphia, PA, 2019
6. MIT Initiative on Digital Economy Annual Conference, Cambridge, MA, 2018
7. Kellogg School of Management, Northwestern University\*, Evanston, IL, 2018
8. Desautels Faculty of Management, McGill University, Montreal, QC, 2018
9. Foster School of Business, University of Washington, Seattle, WA, 2018

10. Rady School of Management, University of California San Diego, La Jolla, CA, 2018
11. Wharton School of Business, University of Pennsylvania, Philadelphia, PA, 2017
12. Carroll School of Management, Boston College, Chestnut Hill, MA, 2017
13. MIT Economic Sociology Workshop, Cambridge, MA, 2017
14. University of British Columbia, Vancouver, BC, 2017

\*presented by a co-author

## **Selected Awards and Grants**

- WeChat (Tencent) Research Grant (\$50,000/year)
- 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**

- 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)
- Master of Science in Business Analytics, HKU Business School
  1. MSBA 7025, Digital Experimentation Methods (A/B Testing)
- Ph.D. Student Mentoring
  1. Yifan Yu (UW)
  2. Yucehn Liu (UW)
  3. Yifan Jiao (HKU)
  4. Chen Wang (HKU)

## **Professional Service**

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