

SHAN HUANG

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ACADEMIC POSITION

University of Washington
Michael G. Foster School of Business
Assistant Professor

Seattle, WA, 2018 - Present

EDUCATION

Massachusetts Institute of Technology

Cambridge, MA, (expected) June 2018

Sloan School of Management

Ph.D., Management

Thesis: Social Influence in Social Advertising

Committee: Erik Brynjolfsson (Chair), Sinan Aral, (Yu) Jeffrey Hu, Catherine Tucker

University of British Columbia

Vancouver, BC, Aug 2012

Sauder School of Business

M.Sc., Management Information Systems

Tsinghua University

Beijing, China, June 2010

School of Economics and Management

B.A., Management Information Systems

RESEARCH INTERESTS

Social interactions and influence through digital platforms

Advertising and e-commerce in social networking sites

Incentives of user-generated content and prosocial behaviors in social media

Field experiment, social network analysis, econometrics, applied statistics, and applied machine learning

WORKING PAPERS

Social Advertising Effectiveness Across Products: A Large-Scale Field Experiment

Shan Huang, Sinan Aral, Yu (Jeffrey) Hu and Erik Brynjolfsson

Under revision, Marketing Science, Special issue on field experiment

Does A Monetary Incentive Lead to Better Stock Recommendations on Social Media?

Hailiang Chen, Yu (Jeffrey) Hu and Shan Huang

Submitted, MIS Quarterly

Rational Herding in Social Advertising: A Large-Scale Field Experiment

Shan Huang

To be submitted

Identifying Subgroups with Enhanced Peer Effects Using High-Dimensional Data

Shan Huang, Tong Wang and Haojun Wu

To be submitted

REFEREED CONFERENCE PUBLICATIONS

Chen, H., Hu, Y. Y. (Jeffrey), **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.*

Huang, S., Aral, S., Hu, Y. Y. (Jeffrey), Brynjolfsson, E., (2017). Social influence across products: A large-scale field experiment. *In Conference on Information Systems and Technology (CIST). Houston, TX.*

Huang, S. (2016). Social influence in public and private behaviors. *In Proceedings of Thirty-Seventh International Conference on Information Systems (ICIS), Dublin, Ireland.*

Huang, S. (2016). Social influence in public and private behaviors. *In Conference on Information Systems and Technology (CIST)*. Nashville, TN.

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.

ADDITIONAL CONFERENCE PRESENTATIONS

Workshop for Information Systems and Economics (WISE)	Seoul, Korea, Dec 2017
INFORMS Annual Meeting	Houston, TX, Oct 2017
Conference on Digital Experimentation	Cambridge, MA, Oct, 2017
NBER Summer Institute	Cambridge, MA, July 2017
INFORMS Annual Meeting	Nashville, TN, Nov 2016
Conference on Digital Experimentation	Cambridge, MA, Oct 2016

INVITED TALKS

Desautels Faculty of Management, McGill University	Montreal, QC, Feb 2018
HKUST Business School	Hongkong, China, Feb 2018
Foster School of Business, University of Washington	Seattle, WA, Jan 2018
Rady School of Management, University of California San Diego	La Jolla, CA, Jan, 2018
Wharton School of Business , University of Pennsylvania	Philadelphia, PA, Dec 2017
Carroll School of Management, Boston College	Chestnut Hill, MA, Dec 2017
MIT Economic Sociology Workshop	Cambridge, MA, Oct 2017
Renmin University of China	Beijing, China, Oct 2017
Carnegie Mellon University's Heinz College*	Pittsburgh, PA, April 2017
University of British Columbia	Vancouver, BC, Jan 2017
MIT Initiative on Digital Economy Seminar	Cambridge, MA, Oct 2016

**presented by a coauthor*

SELECTED AWARDS AND GRANTS

WeChat Research Grant with Center for Initiative on Digital Economy, MIT	2016-present
Peterson Jr. Fellowship, MIT Sloan School of Management	2012-present
Student Travel Grant	2012-present
Fellow, NBER Economics of Digitization Doctoral Consortium (travel grant)	2017
Fellow, Structural Modeling Approaches to Research on Technology (SMART)	2017
Selected for Master's Research Funds, University of British Columbia	2010-2012
Best Paper Nominee, China Association for Information Systems (Undergraduate Thesis)	2011

PROFESSIONAL SERVICE

Reviewer: International Conference Information Systems (ICIS)

Professional Memberships: Association for Information Systems, INFORMS, Academy of Management

REFERENCES

Erik Brynjolfsson

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MIT Sloan School of Management
Massachusetts Institute of Technology

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Sinan Aral

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Yu (Jeffrey) Hu

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Georgia Institute of Technology

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Catherine Tucker

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