

# SHAN HUANG

(617) · 510 · 2695 ◊ shanh@mit.edu  
100 Main Street 461 ◊ Cambridge, MA 02142  
www.shanhuang.org

## EDUCATION

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**Massachusetts Institute of Technology** Cambridge, MA, (expected) June 2018  
Sloan School of Management  
Ph.D., Management  
Thesis: Social Influence in Social Advertising  
Advisor: Erik Brynjolfsson

**University of British Columbia** Vancouver, BC, Aug 2012  
Sauder School of Business  
M.Sc., Management Information Systems  
Thesis: Recommendation Agents in Collaborative Online Shopping  
Advisors: Izak Benbasat and Andrew Burton-Jones

**Tsinghua University** Beijing, China, June 2010  
School of Economics and Management  
B.A., Management Information Systems  
Thesis: Risks and Returns of E-commerce Announcements: An Event Study Analysis (94/100, Top 2%)  
Advisor: Jinghua Huang

## RESEARCH INTERESTS

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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

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**Social Advertising Effectiveness Across Products: A Large-Scale Field Experiment**  
Shan Huang, Sinan Aral, Yu (Jeffrey) Hu and Erik Brynjolfsson  
Major revision after the 1st round review, Marketing Science, Special issue on field experiment

**Rational Herding in Social Advertising: A Large-Scale Field Experiment**  
Shan Huang  
Under preparation for journal submission, Management Science

**Identifying Subgroups with Enhanced Peer Effects Using High-Dimensional Data**  
Shan Huang, Tong Wang and Haojun Wu  
Under preparation for journal submission, Management Science

## WORK-IN-PROGRESS

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Does A Monetary Incentive Lead to Better Stock Recommendations on Social Media?  
Stage: Under Preparation for Journal Submission

Viral Design for Viral Products: A Large-Scale Field Experiment  
Stage: Experiment Implementation

Substitutes or Complements? Social Influence of Multiple Social Signals  
Stage: Data Analysis

Social Advertising Effectiveness and Ad Images: A Large-Scale Field Experiment  
Stage: Data Analysis

Social Advertising Effectiveness and Brand Characteristics: A Large-Scale Field Experiment  
Stage: Data Analysis

## REFEREED CONFERENCE PUBLICATIONS

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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

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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

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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

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WeChat Research Grant (\$50,000/year) 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
Selected for Master's Research Funds, University of British Columbia	2010-2012
Best Paper Nominee, China Association for Information Systems (Undergraduate Thesis)	2011
Second Prize in Student Research Training Program, Tsinghua University	2009
Scholarships for Academic Excellence, Tsinghua University	2008, 2009
First Prize in Tsinghua-HSBC Joint Co-operation Research on Rural Finance	2008
Excellent Student of Beijing	2005
First Prize in China Central Television Debating Contest for High School Students	2004

## TEACHING EXPERIENCE

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<b>Guest Lecturer</b> MIT Sloan School of Management MBA Course: The Economics of Information: Strategy, Structure	Cambridge, MA, Fall 2017
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<b>Guest Lecturer</b> Boston University Questrom School of Business MBA Course: Data Driven Marketing Decisions	Boston, MA, Winter 2017
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<b>Guest Lecturer</b> WeChat Data Science Team, Tencent Topics: Networked Experiments and Digital Platforms	Guangzhou, China, 2015, 2016
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**Teaching Assistant**  
University of British Columbia, Sauder School of Business  
Course: Information Systems Technology and Development

Vancouver, BC, 2011, 2012

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## PROFESSIONAL SERVICE

*Reviewer:* International Conference Information Systems (ICIS)

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

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## ADDITIONAL EXPERIENCE

*Data Scientist and Consultant:* WeChat Advertising and User Experience Teams, Tencent, Guangzhou, China

*Intern Analyst:* Asset Management CITIC, Head Office of Fixed Income, Everbright Securities, Beijing China.

*Emcee and Actress:* Emcee for evenings and leading actress in stage plays (1000+ audience), Beijing, Vancouver and Boston. Vice President, Drama Group, Tsinghua University Students' Art Troupe.

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## REFERENCES

### **Erik Brynjolfsson**

Schussel Family Professor of Management  
MIT Sloan School of Management  
Massachusetts Institute of Technology

Phone: 617-253-4319  
E-mail:erikb@mit.edu

### **Sinan Aral**

David Austin Professor of Management  
MIT Sloan School of Management  
Massachusetts Institute of Technology

Phone: 617-324-7535  
E-mail:sinan@mit.edu

### **Yu (Jeffrey) Hu**

Sharon A. and David B. Pearce Professor  
Scheller College of Business  
Georgia Institute of Technology

Phone: 404-894-6696  
E-mail:jeffrey.hu@scheller.gatech.edu

### **Catherine Tucker**

Sloan Distinguished Professor of Management  
MIT Sloan School of Management  
Massachusetts Institute of Technology

Phone: 617-253-4936  
E-mail:cetucker@mit.edu