

SHAN HUANG

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EDUCATION

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

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

Rational Herding in Social Advertising: A Large-Scale Field Experiment
Shan Huang
Under Preparation for Journal Submission, Management Science

Social Advertising Effectiveness Across Products: A Large-Scale Field Experiment
Shan Huang, Sinan Aral, Yu (Jeffrey) Hu and Erik Brynjolfsson
Under Review, Marketing 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

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

- 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) (scheduled) | Seoul, Korea, Dec 2017 |
| INFORMS Annual Meeting (scheduled) | Houston, TX, Oct 2017 |
| Conference on Digital Experimentation (scheduled) | 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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| Guest Lecturer MIT Sloan School of Management MBA Course: The Economics of Information: Strategy, Structure | Cambridge, MA, Fall 2017 |
| Guest Lecturer Boston University Questrom School of Business MBA Course: Data Driven Marketing Decisions | Boston, MA, Winter 2017 |

Guest Lecturer
WeChat Data Science Team, Tencent
Topics: Networked Experiments and Digital Platforms

Guangzhou, China, 2015, 2016

Teaching Assistant
University of British Columbia, Sauder School of Business
Course: Information Systems Technology and Development

Vancouver, BC, 2011, 2012

PROFESSIONAL SERVICE

Reviewer: International Conference Information Systems (ICIS)
Professional Memberships: Association for Information Systems, INFORMS, Academy of Management

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.

REFERENCES

Erik Brynjolfsson
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MIT Sloan School of Management
Massachusetts Institute of Technology Houston

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Sinan Aral
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MIT Sloan School of Management
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Yu (Jeffrey) Hu
Sharon A. and David B. Pearce Professor
Scheller College of Business
Georgia Institute of Technology

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Catherine Tucker
Sloan Distinguished Professor of Management
MIT Sloan School of Management

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