

SHUNYUAN ZHANG

Harvard Business School
Morgan Hall 179
15 Harvard Way
Boston, MA 02163

Phone: +1 (617) 495-4903
Email: szhang@hbs.edu
Website: <http://www.hbs.edu/szhang>

ACADEMIC APPOINTMENT

Harvard Business School, Harvard University
Assistant Professor of Business Administration
Marketing Unit

Boston, MA
July 2019 - present

EDUCATION

Carnegie Mellon University, Tepper School of Business
Ph.D in Industrial Administration (Business Technology)

Pittsburgh, PA
2019

- Minor in Economics
- Minor in Machine Learning

Purdue University
Ph.D in Physics

West Lafayette, IN
2014

University of Science and Technology of China
Bachelor of Science (Physics)

Anhui, China
2008

RESEARCH INTERESTS

Topics

- Artificial Intelligence, Influencer Marketing, Sharing Economy
- Quantitative Marketing, Digital Marketing

Methodologies

- Machine Learning, Computer Vision, Natural Language Processing
- Econometrics, Statistical Modeling, Dynamic Structural Modeling

PUBLICATIONS

- “[An AI Method to Score Celebrity Visual Potential from Human Faces](#)”, with Flora Feng, Xiao Liu, Kannan Srinivasan, Cait Lambertson. 2024. Accepted at *Journal of Marketing Research*.
 - Selected Media Coverage: [HBS Working Knowledge](#), [EMPOWERED](#), [Harvard Research in 2023 \(A Year of Discoveries\)](#)
- “Engaging Customers with AI in Online Chats: Evidence from A Randomized Field Experiment,” with Das Narayandas. 2025. Forthcoming at *Management Science*.
- “[Reputation Burning: Analyzing the Impact of Brand Sponsorship on Social Influencers](#),” with Magie Cheng. 2024. *Management Science*.
 - Final list, Best Student Paper Award, WISE 2021
 - Selected Media Coverage: [HBS Working Knowledge](#); The Harvard Gazette; [Air Mail](#); [Forbes India](#); [Harvard Business Review](#);

- [“Serving with a Smile on Airbnb: Analyzing the Economic Returns and Behavioral Underpinnings of the Host’s Smile,”](#) with Elizabeth Friedman, Kannan Srinivasan, Ravi Dhar, Xupin Zhang. 2024. *Journal of Consumer Research*.
 - Selected Media Coverage: [Tepper News & Events](#), [Columbia Faculty & Research](#).
- [“Bias in the Metaverse: Gender and Racial Price Disparities in the NFT Marketplace,”](#) with Yuan Yuan, Xiao Liu, Kannan Srinivasan. 2024. *International Journal of Research in Marketing*.
- [“Should Your Brand Hire a Virtual Influencer?”](#) with Serim Hwang, Xiao Liu, and Kannan Srinivasan. 2024. *Harvard Business Review* 102, no. 3 (May–June 2024).
- [“Unmasking Social Compliance Behavior During the Pandemic,”](#) with Kaiquan Xu, Kannan Srinivasan. 2023 *Marketing Science*. (Pre-published online April 27, 2023.)
 - Selected Media Coverage: [Tepper School of Business \(CMU\) News & Events](#)
- [“Demand Interactions in Sharing Economies: Evidence from a Natural Experiment Involving Airbnb and Uber/Lyft”](#), with Dokyun Lee, Param Vir Singh, Tridas Mukhopadhyay. 2022. *Journal of Marketing Research* 59(2):374-391.
 - Winner, the 2024 Don Lehmann Award, which honors the Best Dissertation-based article recently published in the *Journal of Marketing* or *Journal of Marketing Research*.
- [“AI Can Help Address Inequity—If Companies Earn Users' Trust.”](#), with Kannan Srinivasan, Param Singh, and Nitin Mehta. *Harvard Business Review* (online) September 17, 2021.
 - Lead Article
- [“What Makes a Good Image? Airbnb Demand Analytics Leveraging Interpretable Image Features”](#), with Dokyun Lee, Param Vir Singh, Kannan Srinivasan. 2022. *Management Science*. 68(8):5644-5666.
 - Finalist, Management Science Best Marketing Paper in 2022
 - Winner, Best Student Paper Award at CIST 2016
 - Adobe Data Science Research Awards 2017
 - Runner-up, INFORMS ISS Nunamaker-Chen Dissertation Award, 2019
 - Selected Media Coverage: [PSC Science Highlights](#), [RankBreeze](#)
- [“Can an AI Algorithm Mitigate Racial Economic Inequality? An Analysis in the Context of Airbnb”](#), with Nitin Mehta, Param Singh, and Kannan Srinivasan. 2021. *Marketing Science*. 40(5):813-820.
 - Finalist, John D. C. Little Award 2021
 - Lead Article
 - Selected Media Coverage: [Fortune](#), [Financial Times](#), [Forbes](#), [HBS Working Knowledge](#)
 - Cited in the [2023 Economic Report of the President](#)
- [“From words to pixels: text and image mining methods for service research”](#), with Villarroel Ordenes, Francisco *Journal of Service Management*, Vol. 30 No. 5, pp. 593-620.
 - Journal of Service Management Literati Award for Highly Commended Papers, 2019
- [“A Structural Analysis of the Role of Superstars in Crowdsourcing Contests”](#), with Param Vir Singh, Anindya Ghose. 2019. *Information Systems Research* 30 (1): 15-33.

WORKING PAPERS

-
- [“Visual Uniqueness in P2P Marketplaces: Machine Learning Model Development, Validation, and Application”](#), with Flora Feng, Charis Li. 2024. Conditional Accept at *Journal of Consumer Research*.
 - [“Do Lower-Quality Images Lead to Higher-Demand on Airbnb?”](#) with Nitin Mehta, Param Vir Singh, Kannan Srinivasan. 2023. Revising for 3rd round of review at *Marketing Science*

- “Identifying and Mitigating Inequalities Caused by Awareness of Algorithmic Bias,” with Sang Kyu Park, Yang Yang. 2023. Under 2nd round of review at *Journal of Consumer Research*.
 - Best Talk Award (Technology & Society Track), Society for Consumer Psychology (SCP) 2022
- “[AI in disguise: AI-generated ads outperform human-made ads if they don't look like AI](#),” with Yannick Exner, Jochen Hartmann, Oded Netzer. Under review.

WORK IN PROGRESS (listed from most to least developed)

- “Creating A Happy Employee: The Algorithmic Influence on Customer Service Agent Sentiment,” with Das Narayandas.
- “A Multi-task Learning Approach for Predicting Influencer Effectiveness”, with Magie Cheng, Max Beichert, Xitong Li.
- “To Be Clear: Ambiguity in Multi-Modal Ads Can Be A Double-Edged Sword”, with Jochen Hartmann, Oded Netzer.

BOOK CHAPTERS

- “Artificial Intelligence for Online Markets: Dynamic Pricing and Personalized Pricing,” with Flora Feng. 2024. Forthcoming in *Encyclopedia of Pricing*. Edward Elgar Publishing
- “[Marketing Through the Machine’s Eyes: Image Analytics and Interpretability](#),” with Flora Feng, Kannan Srinivasan. Chap. 8 in [Artificial Intelligence in Marketing](#). 20, edited by Naresh K. Malhotra, K. Sudhir, and Olivier Toubia. *Review of Marketing Research*. Emerald Publishing Limited, forthcoming.

TEACHING MATERIALS

- “Cheerful Music” (2024) with Feng Zhu and Nancy Dai [Main Case] 525-031
 - Industry: Entertainment
 - Keyword(s): Music Entertainment, Global Strategy, Generative AI, China, UK
- “Ather Energy: The Future of Mobility” (2024) with Kannan Srinivasan and Malini Sen [Main Case] 542-040
 - Industry: Auto-transport
 - Keyword(s): Electric Vehicle, Green Technology, Two-wheelers, Product Fit, Communication and Marketing Strategy, Customer Focus and Relationship,
- “[Loris](#)” (2023) with Das Narayandas, Stacy Straaberg, and David Lane [Main Case] 524-010
 - Industry: Technology
 - Keyword(s): Growth and Development Strategy, Product Marketing, Product Launch, Product Positioning, Competitive Strategy, Generative Artificial Intelligence, Algorithms
 - Teaching Note: 524-076
- “[Kariyer.net: Recruiting AI](#)” (2023) with Fares Khrais, and Namrata Aora [Main Case] 524-014
 - Industry: HR Tech
 - Keyword(s): Talent Recruit and Talent Management, Employment, Artificial Intelligence, Product Portfolio, Disruptive Innovation, Emerging Markets
- “[UGG Steps into the Metaverse](#)” (2022) with Sharon Joseph, Sunil Gupta, and Julia Kelley [Main Case] 523-013
 - Industry: Fashion
 - Keyword(s): Metaverse, Virtual Reality, Digital Products, ‘Phygital’ Experience
 - Teaching Note: 524-075
- “[Perfect Diary \(完美日记\)](#)” (2021) with Sunil Gupta [Main Case] 522-030
 - Industry: Beauty and Personal Care

- Keyword(s): Influencer Marketing, Live Streaming, Key Opinion Leaders (KOLs), Performance Marketing
- Teaching Note: 523-082

INVITED TALKS

University of Alberta, Alberta School of Business (Marketing Camp), May 2025 (scheduled).
 Hong Kong University, April 2025 (scheduled).
 Hong Kong University of Science and Technology, April 2025 (scheduled).
 Stanford University, GSB, April 2025 (scheduled).
 Carnegie Mellon University, 75th Anniversary Symposium, March 2025 (scheduled).
 University of Pennsylvania, Wharton, January 2025.
 University of Miami, Herbert Business School, January 2025.
 Keynote - 2024 Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Yale, December 2024.
 Southern Methodist University, December 2024.
 University of Toronto, Rotman School of Management, November 2024.
 AI In Business Conference, Nova SBE, Lisbon, Portugal, November 2024.
 Keynote - Generative AI in Marketing and Management, TUM Heilbronn, Germany, October 2024.
 HEC Paris (Information Systems and Operations), France, September 2024.
 Tuck Marketing Camp, Dartmouth College, May 2024.
 AI Symposium in Marketing, UW-Madison, May 2024.
 New York University (Stern), AI in Strategic Management, May 2023.
 Washington University St. Louis (Olin), Junior Faculty in Marketing Science Forum, May 2023.
 Carnegie Mellon University, Tepper School of Business, April 2023.
 University of Washington, Foster School of Business, April 2023.
 Tulane University, Freeman School of Business, April 2023.
 European Quant Marketing Workshop (Virtual talk on *Visual Analytics in Marketing Research*), April 2023.
 University of Florida, Warrington College of Business, February 2023.
 University of Michigan, Ross School of Business, February 2023.
 University of Connecticut, February 2023
 Brandeis University, Michtom School of Computer Science, January 2023.
 Tezign (Virtual talk on *Visual Analytics in Marketing Research*), January 2023.
 Tongji University (Virtual Talk on *Visual Analytics in Marketing Research*), December 2022.
 Conference on Artificial Intelligence, Machine Learning, and Business Analytics, HBS, December 2022.
 Peking University (Virtual Talk), July 2022.
 Indian Institute of Management Bangalore (Virtual Talk), July 2022.
 Digital Initiative Discussion Symposium, Harvard Business School, May 2022.
 Yale University, School of Management, April 2022.
 University of Rochester, Simon Business School, April 2022.
 University of Massachusetts Amherst, April 2022.
 Nanyang Technological University (Virtual Talk), March 2022.
 Warwick Business School (Virtual Talk), March 2022.
 Workshop on *Video Analytics in Marketing*, 60th Society for Consumer Psychology, (Virtual Talk), March 2022.
 Ebay (Virtual Talk), March 2022.

Ohio State University (Virtual Talk as Guest Speaker on *Recent Developments in Sharing Economy Research*), March 2022.

Harvard Business School, February 2022.

The Hong Kong Polytechnic University (Virtual Talk), February 2022.

University of Minnesota, Carlson School of Management, January 2022 (canceled due to Covid).

Peking University HSBC Business School (Virtual Talk), December 2021.

2021 Conference on Artificial Intelligence, Machine Learning, and Business Analytics (Virtual Talk), December 2021.

Brandeis University, Brandeis International Business School (Virtual Talk), February 2021.

University of Hamburg (Virtual Talk), January 2021.

2020 Conference on Artificial Intelligence, Machine Learning, and Business Analytics (Virtual Talk), December 2020.

School of Management, University of Science and Technology of China (Virtual Talk), July 2020.

Boston University, Questrom School of Business, February 2020.

Stanford University, Stanford Graduate School of Business, November 2018.

Yale University, School of Management, October 2018.

University of Southern California, Marshall School of Business, October 2018.

National University of Singapore, Business School, October 2018.

Singapore Management University, Lee Kong Chian School of Business, October 2018.

University of Hong Kong, Faculty of Business and Economics, October 2018.

Chinese University of Hong Kong, Business School, October 2018.

University of British Columbia, Sauder School of Business, October 2018.

University of North Carolina at Chapel Hill, Kenan–Flagler Business School, October 2018.

Harvard University, Harvard Business School, September 2018.

CONFERENCE PRESENTATIONS (* indicates presented by coauthor)/DISCUSSIONS⁺

2024: ISMS Marketing Science Conference, Sydney, Australia, June 2024*

Symposium on Statistical Challenges in Electronic Commerce Research (SCECR), Portugal, June 2024

Theory and Practice in Marketing (TPM), TX Austin, May 2024*

Workshop on Information Systems and Economics (WISE), Hyderabad India, December 2023*

2023 INFORMS Annual Meeting, Phoenix AZ, October 2023*

International Conference on Computational Social Science (IC2S2), Denmark, July 2023*

ISMS Marketing Science Conference, June 2023

The 2023 La Londe Conference, France, May 2023*

Theory and Practice in Marketing (TPM), Switzerland, May 2023*

The Association for Consumer Research Conference (ACR), Denver CO, October 2022*

International Conference on Computational Social Science (IC2S2), Chicago IL, July 2022*

Theory and Practice in Marketing (TPM), Atlanta GA, May 2022*.

Society for Consumer Psychology (Virtual), March 2022*.

UTD BASS Conference (Virtual), March 2022*⁺.

Workshop on Information Systems and Economics (WISE), Austin, TX, December 2021*⁺.

Conference on Information Systems and Technology (CIST), Newport Beach, CA, October 2021*.

NEMC (Virtual), October 2021.

Machine Learning for Consumers and Markets (MLCM), KDD, August 2021*.

ISMS Marketing Science Conference (Virtual), June 2021.

Workshop on Information Systems and Economics (WISE), December 2020⁺.

Statistical Challenges in Electronic Commerce Research (SCECR), June 2020.

ISMS Marketing Science Conference, June 2020.
 CMU Summer Workshop on Machine Learning, Pittsburgh, PA, 2019.
 Big 10+ MIS & Analytics Research Conference, West Lafayette, IN, 2019.
 INFORMS Marketing Science Conference, Philadelphia, PA, 2018.
 Purdue University Research Center for Open Digital Innovation, West Lafayette, IN, 2018.
 INFORMS Marketing Science Conference, Los Angeles, CA, 2017.
 Workshop on Information Systems and Economics (WISE), Seoul, Korea, 2017.
 INFORMS Annual Meeting, Houston, TX, 2017.
 Conference on Information Systems and Technology (CIST), Houston, TX, 2017.
 International Conference in Information Systems (ICIS), Dublin, Ireland, 2016.
 Workshop on Information Systems and Economics (WISE), Dublin, Ireland, 2016.
 Conference on Information Systems and Technology (CIST), Houston, TX, 2016.
 INFORMS Annual Meeting, Nashville, TN, 2016.
 INFORMS Annual Meeting, Philadelphia, PA, 2015.
 Conference on Information Systems and Technology (CIST), Philadelphia, PA, 2015.

TEACHING EXPERIENCE

Harvard Business School	Boston, MA
Harvard Business Analytics Program (Data Driven Marketing), Executive Education	2024 -
Program for Leadership Development, Executive Education	2025 -
First Year Marketing [core], MBA Required Curriculum	2019 - 2024
Reunion “Teen Case”	June 2023
Summer Venture in Management Program (SVMP)	June 2023
Marketing in the Digital Era, Executive Education	2021, 2022
Faculty Advisor, MBA Independent Projects	2021-present
 Carnegie Mellon University	 Pittsburgh, PA
Pricing Strategy [elective], Undergraduate Program	2018
 Carnegie Mellon University (as a TA)	 Pittsburgh, PA
Strategic Information Technology (MBA)	2014
○ Tepper School of Business, by Tridas Mukhopadhyay	
Pricing Strategy (Undergraduate)	2016
○ Tepper School of Business, by Kaifu Zhang	
Pricing Strategy (MBA)	2016
○ Tepper School of Business, by Kaifu Zhang	
Digital Marketing and Social Media Strategy (MBA)	2017
○ Tepper School of Business, by Param Vir Singh	
Topics in Deep Learning (Graduate)	2017
○ School of Computer Science (Machine Learning Department), by Ruslan Salakhutdinov	
Modern Data Management (MBA)	2018
○ Tepper School of Business, by Tridas Mukhopadhyay	

GRANTS, HONORS AND AWARDS

Finalist, Management Science Best Marketing Paper, 2024
 American Marketing Association Don Lehmann Award, 2024
 Junior Faculty in Marketing Science, Faculty Development Forum, Olin Business School, 2023
 Finalist, John D. C. Little Award, 2021
 Finalist, Best Student Paper Award, Workshop on Information Systems and Economics, 2021
 Journal of Service Management Literati Award for Highly Commended Papers, 2019
 INFORMS ISS Nunamaker-Chen Dissertation Award Frist Runner-up, 2019
 William W. Cooper Doctoral Dissertation Award in Management or Management Science, 2019
 ISMS Doctoral Consortium Fellow, 2018
 Dipankar and Sharmila Chakravarti Doctoral Award, 2018
 Adobe Data Science Research Awards, 2017
 ISMS Doctoral Consortium Fellow, 2017
 Best Student Paper Award, Conference on Information Systems and Technology, 2016
 Dean's Research Fund, Tepper School of Business, 2016
 William Larimer Mellon Fellowship, Carnegie Mellon University, 2014-2018

DOCTORAL STUDENT ADVISING

Harvard Business School

- Lucy Shen (Dissertation Committee Member); graduation 2024
- Magie Cheng (Dissertation Committee Co-Chair and Coauthor); expected graduation 2026

Outside of Harvard Business School

- Qiaochu Wang (Dissertation Committee Member); first placement (2024): New York University
- Flora Feng (Dissertation Committee Member and Coauthor); expected graduation 2026
- Liying Qiu (Dissertation Committee Member and Coauthor); expected graduation 2026

PROFESSIONAL AND ACADEMIC SERVICES

Editorial Review Board

- Marketing Science (2022-present)
- Information Systems Research — Special Issue on Analytical Creativity (2024)

Ad-hoc Editor

- Proceedings of the National Academy of Sciences (PNAS)
- International Conference in Information Systems (ICIS) - Associate Editor

Ad-hoc Reviewer

- Journals: Management Science, Marketing Science, Information Systems Research, Journal of Marketing Research, Journal of Marketing, MIS Quarterly, International Journal of Research in Marketing, Journal of the Academy of Marketing Science, Journal of Service Management, Journal of Consumer Psychology, Journal of Interactive Marketing, Production and Operations Management.
- Conferences and workshops: Conference on Information Systems and Technology (CIST), International Conference in Information Systems (ICIS).
- Awards and Fundings: MSI (Marketing Science Institute) - Alden G. Clayton Proposal Competition; Shankar-Spiegel Best Dissertation Proposal Award; Research Grants Council (RGC) of Hong Kong.

Conference Program Chairs and Committee Member

- [Methodology, Organization, and Management \(MOM\): Technological Adoption and Human-Algorithm Interaction workshop](#), Conference Co-Organizer (HBS, May 2023)
- [Conference on Artificial Intelligence, Machine Learning, and Business Analytics](#), Conference Co-Organizer (HBS, December 2022)
- [Data Science in a Digital World: Methodology, Organization, and Management](#), Conference Co-Organizer (HBS, May 2022)
- [Crossing Disciplines: Studying Fairness, Bias, and Inequality in Management and Decision Sciences Research](#), Conference Co-Organizer (Virtual, May 2021)

Harvard Business School

- Doctoral Program Coordinator, Marketing Unit (2024-present)
- Doctoral Admission Committee, Marketing Unit (2020-present)
- Faculty Recruiting Committee, Marketing Unit (2020-present)
- Seminar Series Coordinator, Marketing Unit (2022-present)