

SHUNYUAN ZHANG

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ACADEMIC APPOINTMENT

Harvard Business School, Harvard University	Boston, MA
Assistant Professor of Business Administration	July 2019 - present
Marketing Unit	

EDUCATION

Carnegie Mellon University, Tepper School of Business	Pittsburgh, PA
<i>Ph.D in Industrial Administration (Business Technology)</i>	2019
<ul style="list-style-type: none"> • Minor in Economics • Minor in Machine Learning 	
Purdue University	West Lafayette, IN
<i>Ph.D in Physics</i>	2014
University of Science and Technology of China	Anhui, China
<i>Bachelor of Science (Physics)</i>	2008

RESEARCH INTERESTS**Topics**

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

Methodologies

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

PUBLICATIONS

- “Serving with a Smile on Airbnb: Analyzing the Economic Returns and Behavioral Underpinnings of the Host’s Smile,” with Elizabeth Friedman, Xupin Zhang, Kannan Srinivasan, Ravi Dhar. 2024. Forthcoming at *Journal of Consumer Research*.
- “[Reputation Burning: Analyzing the Impact of Brand Sponsorship on Social Influencers](#),” with Magie Cheng. 2024. Forthcoming at *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](#);
- Serim Hwang, Shunyuan Zhang, Xiao Liu, and Kannan Srinivasan “[Should Your Brand Hire a Virtual Influencer?](#)” 2024. *Harvard Business Review* 102, no. 3 (May–June 2024).
- “Artificial Intelligence for Online Markets: Dynamic Pricing and Personalized Pricing,” with Flora Feng. 2024. Forthcoming in *Encyclopedia of Pricing*. Edward Elgar Publishing

- [“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](#)
- [“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.
- [“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. 2021. *Harvard Business Review Digital Articles* (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.
 - 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

- “Engaging Customers with AI in Online Chats: Evidence from A Randomized Field Experiment,” with Das Narayandas. 2024. Minor revision at *Management Science*.
- [“An AI Method to Score Celebrity Visual Potential from Human Faces”](#), with Flora Feng, Xiao Liu, Kannan Srinivasan, Cait Lamberton. 2024. Under the 4th round of review at *Journal of Marketing Research*.
 - Selected Media Coverage: [HBS Working Knowledge](#), [EMPOWERED](#), [Harvard Research in 2023 \(A Year of Discoveries\)](#)
- “Bias in the Metaverse: Gender and Racial Price Disparities in the NFT Marketplace,” with Yuan Yuan, Xiao Liu, Kannan Srinivasan. 2024. Conditional Accept at *International Journal of Research in Marketing*.
- “Visual Uniqueness in P2P Marketplaces: Machine Learning Model Development, Validation, and Application”, with Flora Feng, Charis Li. 2024. Revising for 2nd round of review 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. Revising for 2nd round of review at *Journal of Consumer Research*.
 - Best Talk Award (Technology & Society Track), Society for Consumer Psychology (SCP) 2022

WORK IN PROGRESS

- “Algorithmic Influence on Employee Sentiments: An Empirical Investigation”, with Das Narayandas.
- “To Be Clear: Ambiguity in Multi-Modal Ads Can Be A Double-Edged Sword”, with Jochen Hartmann, Oded Netzer.
- “A Multi-task Learning Approach for Predicting Influencer Effectiveness”, with Magie Cheng, Max Beichert, Xitong Li.
- “AI in disguise: AI-generated ads outperform human-made ads if they don't look like AI,” with Yannick Exner, Jochen Hartmann and Oded Netzer.

INVITED TALKS

University of Toronto, Rotman School of Management, November 2024 (scheduled).

Keynote - Generative AI in Marketing and Management, TUM Heilbronn, Germany, October 2024 (scheduled).

HEC Paris, France, September 2024 (scheduled).

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⁺

ISMS Marketing Science Conference, 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 MATERIALS

- “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
- “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
- “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

TEACHING EXPERIENCE

Harvard Business School	Boston, MA
Harvard Business Analytics Program, Executive Education (scheduled)	2024 -
Program for Leadership Development, Executive Education (scheduled)	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

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); expected 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

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

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

- Recruiting Committee, Marketing Unit, 2020-present
- Doctoral Recruiting Committee, 2020-present
- Seminar Series Coordinator, Marketing Unit, 2022-present