

# Justin T. Huang

---

Ross School of Business  
University of Michigan  
701 Tappan Street  
Office R5460  
Ann Arbor, MI 48109-1234

Email: [huangjt@umich.edu](mailto:huangjt@umich.edu)  
Web: [JustinTHuang.com](http://JustinTHuang.com)

## ACADEMIC EMPLOYMENT

Assistant Professor of Marketing, Ross School of Business, University of Michigan, July 2018-Present

## EDUCATION

Ph.D. Marketing, Stanford Graduate School of Business, 2018

B.S. Mathematics, *summa cum laude*, University of Maryland College Park, 2013

B.A. Economics, *summa cum laude*, University of Maryland College Park, 2013

## RESEARCH INTERESTS

Platform Design, AI/Machine Learning, Influencer Marketing, Advertising Technologies, Content Moderation, Business & Society

## PUBLICATIONS

Huang, Justin; Krupenkin, Masha; Rothschild, David; Cunningham, Julia Lee (2023) “The cost of anti-Asian racism during the COVID-19 pandemic”. *Nature Human Behaviour*, 1-14.

Chen, Xingyu Celine; Ji, Li; Jiang, Ling; Huang, Justin (2023) “The Bright Side of Emotional Extremity: Evidence from Tipping in a Live Streaming Platform”. *Information & Management*, 60(1), 103726.

## WORKING PAPERS

Huang, Justin; Choi, Jangwon; Wan, Yuqin (2025). “Politically biased moderation drives echo chamber formation: An analysis of user-driven content removals on Reddit”. *Revise and Resubmit at Management Science*.

Huang, Justin; Kaul, Rupali; Narayanan, Sridhar (2025). “Variety and Risk-Taking in Content Creation: Evidence from a Field Experiment Using Image Recognition Techniques”. *Revise and Resubmit at Marketing Science*.

Li, Ji; Chen, Xingyu Celine; Jiang, Ling; Huang, Justin (2025). “Within- and Cross-group Spillover Effects in Influencer Marketing: The Heterogeneity between Micro- and Macro-influencers”. *2<sup>nd</sup> Round Revision at Information & Management*.

Huang, Candice; Huang, Justin; Li, Victor Yiwei (2024). “‘Thank You for Sponsoring’: The Impact of Disclosure on Social Media Marketing”.

Huang, Candice; Pei, Jiabin; Yang, Fiona; Huang, Justin (2024). “Language Matters: How Linguistic Intimacy and Content Informativeness Drive Social Media Engagement”.

Cheon, Hayoung; Huang, Justin T.; Nguyen, Thuy; Sriram, S (2024). "Removal of Originating Site Restriction and Telehealth Utilization: Behavior Healthcare in Medicaid".

Huang, Justin and Narayanan, Sridhar (2022). "Effect of Attention and Recognition on Content Creation and Engagement: Experimental Results from a Large Social Network".

Huang, Justin (2022). "Visibility Policy, Seller Incentives, and Pricing Dynamics in a Digital Goods Marketplace"

## **WORK IN PROGRESS**

Huang, Justin and Krishna, Aradhna "Effectiveness of Embedded Advertising in Generative AI Knowledge Search".

Huang, Justin and Krishna, Aradhna "Causal Effects of Team Composition in Performance and Peer-Evaluations".

Bairathi, Mimansa; Banerjee, Shrabastee; He, Qinglai; Huang, Justin T. "Governance Shocks and User Engagement: Lessons from the 2023 Reddit 'Go Dark' Protests".

## **MEDIA COVERAGE**

[Detroit rapper Tee Grizzley is a Twitch star](#) - Axios

[Clock ticks down on new US TikTok ban deadline](#) - Good Morning America

[NPR Michigan Stateside - Friday, April 11, 2025](#) – NPR Michigan Stateside

[TikTok ban: U-M expert explores possible outcomes as deadline looms](#) - Michigan News

[Michigan TikTok users welcome platform's return, but expert says challenges remain](#) - The Detroit News

[TikTok restores service in the US, but will it remain?](#) - Australian Broadcasting Corporation

[Banned or not? What's next for TikTok in the US](#) - Christian Science Monitor

[Professor Justin Huang - Rescuing TikTok](#) - Ann Arbor Broadcast Radio / The Lucy Ann Lance Show

[President Trump Stalls TikTok Ban for 75 Days](#) - 'JR Morning with Guy, Lloyd, and Jamie

ABC Melbourne Morning Program Jan 20, 2025 - Australian Broadcasting Corporation

3AW Radio Jan 20, 2025 - 3AW Melbourne

[Experts weigh in on the impact of discontinuing fact checking on Meta](#) - Nikkei

[Bias by moderators in online chatrooms can be identified and fixed, new research finds](#) – Detroit Free Press

[New Study on Reddit Explores How Political Bias in Content Moderation Feeds Echo Chambers](#) – Michigan Ross Faculty News & Research

[These Stanley cups sold out at Target within minutes. Now, they're on eBay at more than double the price](#) – Quartz

[Freedom of Speech, Not Freedom of Reach](#) - Guest interview on Marketing x Analytics Podcast

[Americans discover payment in installments after inflation tightens](#) - (Portuguese) Folha de São Paulo

[Feeding the American Dream with their Asian heritage](#) - Washington Post

[How the Stanley Quencher Became the Trendy Water Bottle of the Moment](#) - Spoon University

[How did the Stanley tumbler suddenly go viral?](#) - Marketplace

[Anti-Asian hate 'runs the gamut,' racist Yelp reviews show](#) – Associated Press (also featured in [CBS News](#), [Business Insider](#), [US News and World Report](#), [ABC News](#), [Seattle Times](#), [SF Chronicle](#), [NBC News](#), [The Hill](#), [SCMP](#), [Yahoo! News](#), [KTLA](#), [KRON4](#), [The Star](#))

[Study: Anti-Chinese bias harms Asian American businesses](#) - The University Record

[Stateside: Jan 30, 2023](#) – Guest interview with NPR Michigan Radio

[Pandemic-era stigma cost Asian restaurants \\$7.4B in lost revenue, new study finds](#) - NBC News

[COVID in California: Pandemic stigma cost Asian restaurants billions, study says](#) - SF Chronicle

[COVID-related stigma cost Asian restaurants in US \\$7.4 billion in lost revenue: study](#) - NextShark (also featured in [Yahoo! News](#))

[Anti-China rhetoric cost Asian restaurants during pandemic](#) - BC News

[University of Michigan study: Anti-Chinese bias leads to heavy losses for Asian restaurants across the United States](#) - World Journal

[Anti-Asian discrimination cost Chinese restaurants \\$7.4 billion during the pandemic's first year, new study finds](#) - EurekAlert

[The Costs of Anti-Asian Bias](#) - UM Ross Business & Society Podcast

[Anti-Chinese Bias Harms Asian American Businesses, New Research Finds](#) - Michigan Ross Faculty News & Research

## **PRESENTATIONS AND INVITED TALKS**

Stanford Classic Liberalism Seminar, May 2025

HKU Virtual Seminar, April 2025

Asia Business Conference, March 2025

2025 AMA Winter Academic Conference, February 2025

Conference on Digital Experimentation (CODE@MIT), October 2024

2024 Marketing Science Conference, June 2024

China-India Insights Conference, June 2024

Shenzhen University, June 2024

Asia Business Conference, March 2024

Marketing & the Creator Economy, November 2023

Microsoft Research, October 2023

China-India Insights Conference, September 2023

Marketing x Analytics Podcast, July 2023

Uber Technologies, Inc., June 2023

Meta Platforms, Inc., June 2023

Summer Institute in Competitive Strategy (SICS) 2023, June 2023

2023 Marketing Science Conference, June 2023

Technological Adoption and Human-Algorithm Interaction Workshop @HBS, May 2023

University at Buffalo Asia Research Institute Inaugural Conference, April 2023

(Discussant) Workshop on Platform Analytics, April 2023

Marketing Science: Diversity, Equity, and Inclusion Conference, March 2023

Michigan Chinese Business Club, March 2023

Asia Business Conference, March 2023

2022 Artificial Intelligence, Machine Learning, and Business Analytics Conference, December 2022

Business & Society with Michigan Ross Podcast, December 2022

Asian Consortium for Economic Development Summit, December 2022

ALLY Asian American Students Organization, July 2022

INFORMS Marketing Science Conference (Virtual), June 2022

Stanford Quantitative Marketing Alumni Conference, April 2022

Ross Annual DEI Research and Teaching Awards, April 2022

Frank M. Bass FORMS Conference, March 2022

Asia Business Conference Technology Panel, February 2022

2021 Artificial Intelligence, Machine Learning, and Business Analytics Conference, November 2021

INFORMS Management Science Annual Meeting, October 2021

INFORMS Marketing Science Conference (Virtual), June 2021

Crossing Disciplines: Studying Fairness, Bias, and Inequality in Management and Decision Sciences Research, May 2021

U-M Michigan China Forum, March 2021

INFORMS Marketing Science Conference (Virtual), June 2020

Hosmer-Hall Interdisciplinary Research Luncheon, University of Michigan, Dec 2019

INFORMS Marketing Science Conference Rome, June 2019

London Transatlantic Doctoral Consortium, May 2018

INSEAD, December 2017

University of Chicago, October 2017

University of Michigan October 2017

University of Rochester, October 2017

Erasmus School of Economics, September 2017

Stanford University, August 2017

Shenzhen University, June 2016

INFORMS Marketing Science Conference Shanghai, June 2016

Frank M. Bass FORMS Conference, February 2016

### **AWARDS, GRANTS, AND HONORS**

ISMS Early Career Scholars Fellow, Dec 2022

Ross Faculty DEI Research Award, April 2022

Best Paper Finalist, Wuhan International Conference on e-Business, May 2021

MCubed Grant (\$60,000) with D. Romero and D. Jurgens, Feb 2019

Haring Symposium Fellow, April 2019

Brierley Professors Institute Fellow, Jan 2019

Stanford GSB Fellowship, 2013-2018

ISMS Doctoral Consortium Fellow, June 2016 and June 2017

Jaedicke Family Fellowship, Aug 2013

Banneker-Key Full Merit Scholarship, 2009-2013

Sujon Guha Memorial Award, May 2013

QUEST Fellow, May 2013

Phi Beta Kappa Fellow, 2012

Tau Beta Pi Fellow, 2011

## **TEACHING**

MBAN 600: Business Analytics Consulting Studio (Winter 2023-Winter 2025)

MKT 300: Marketing Management (Instruction & Course Coordination): Winter 2020-Winter 2025

MKT 750: Independent Study Project, Fall 2020

MKT 750: Independent Study Project, Winter 2019

MKT 300/302: Marketing Management, Fall 2018

MKTG 366: Marketing Analytics (Teaching Assistant, Stanford GSB), Winter 2015

MKTG 373: Monetization (Teaching Assistant, Stanford GSB), Spring 2015, 2016, and 2017

## **SERVICE**

Reviewer for *Marketing Science*, *Management Science*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Nature Human Behaviour*, *International Journal of Research in Marketing*, *Social Problems*, *Chinese Journal of Communication*, *Journal of Ethnic and Migration Studies*

Faculty Advisor, BBA Marketing Club, 2018-2019, 2023-Present

Faculty Advisor, American Marketing Association – UM Chapter, 2024-Present

Workshop on Platform Analytics Program Committee, 2022-Present

Stanford OVAL Alumni Interviewer, 2021-Present

Co-Chair of *Sustainability, Social Responsibility, and Social Justice Track*, 2024 Winter AMA Conference

Faculty Advisor, Michigan Research and Discovery Scholars (MRADS)

Course Coordinator, MKT 300: Marketing Management, Fall 2019-Present

Organizer, Marketing Seminar Series, Fall 2019- Spring 2023

Organizer, Marketing Work-in-Progress Seminar Series, Fall 2022-Present

Co-advisor, Hayoung Cheon (PhD Marketing, 2024)

Dissertation Committee Advisor for Xuan Teng (PhD Economics, 2022)

Faculty Advisor, Hana Yu, Undergraduate Senior Thesis, Fall 2022-Winter 2023

Faculty Advisor, Steven Lipson, Undergraduate Senior Thesis, Fall 2020

Faculty Advisor, Justin Fang, Undergraduate Senior Thesis, Fall 2019-Winter 2020

Faculty Advisor/Project Lead, Data Analytics Consulting Club (DACC, formerly known as DIAG), 2018-2021

### **OTHER WORK EXPERIENCE**

Adobe Systems, 2015

Power Auctions LLC, 2013

Science Applications International Corporation (SAIC), 2012

Goldman Sachs, 2012

Capital One, 2011

National Institutes of Health, 2010