

Justin T. Huang

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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, June 2018

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

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

RESEARCH INTERESTS

Platform Design, Content Creation, Dynamic Pricing, Social Media, e-Commerce, Economic Impacts of Covid-19

WORKING PAPERS

Huang, Justin; Krupenkin, Masha; Rothschild, David; Cunningham, Julia Lee (2022) "From Anti-China Rhetoric to Anti-Asian Behavior: The Social and Economic Cost of "Kung-Flu"". Under revision at *Nature Human Behaviour*

Chen, Xingyu Celine; Ji, Li; Jiang, Ling; Huang, Justin (2022) "The Bright Side of Emotional Extremity: Evidence from Tipping in a Live Streaming Platform". Under revision at *Information & Management*.

Chen, Xingyu Celine; Huang, Justin; Jiang, Ling; Li, Jenny (2022) "From Silos to Synergy: Effectiveness of Influencer Advertising with Spillover Effects". Under revision at *Journal of Advertising*.

Huang, Justin; Kaul, Rupali; Narayanan, Sridhar (2022) "Variety and Risk-Taking in Content Creation: Evidence from a Field Experiment Using Image Recognition Techniques"

Huang, Justin and Narayanan, Sridhar (2021) "Effect of Attention and Recognition on Content Creation and Engagement: Experimental Results from a Large Social Network"

Chen, Xingyu Celine; Huang, Justin; Jiang, Ling; Li, Jenny (2021) "Stepping out of the Comfort Zone: The Value of Content Variety for Social Media Influencers"

Huang, Justin (2019) "Visibility Policy, Seller Incentives, and Pricing Dynamics in a Digital Goods Marketplace"

WORK IN PROGRESS

Huang, Justin; Cunha, Tiago; Jurgens, David; Romero, Daniel (2021) "Measuring the Impact of Early Cross-Community Exposures on Long Term Success of Online Communities"

Huang, Justin and Huang, Hongxian (2022) "The Paradox of Goal-Based Subscriptions"

Huang, Justin (2022) “Moderation-based Echo Chambers: An Exploration of Politically Motivated Content Removal on Reddit”

AWARDS, GRANTS, AND HONORS

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

PRESENTATIONS AND INVITED TALKS

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

TEACHING

MKT 300: Marketing Management (Instructor and Course Coordinator), Winter 2022

MKT 300: Marketing Management (Instructor and Course Coordinator), Winter 2021

MKT 750: Independent Study Project, Fall 2020

MKT 300: Marketing Management (Instructor and Course Coordinator), Winter 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

Referee for *Marketing Science*

Faculty Advisor, Michigan Research and Discovery Scholars (MRADS)

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

Organizer, Marketing Seminar Series, Fall 2019-Present

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

Advisor for Hayoung Cheon (PhD Marketing, expected graduation 2023)

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

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

Faculty Advisor, BBA Marketing Club, 2018-2019

OTHER WORK EXPERIENCE

Ph.D. Data Science Intern, Adobe Systems, Summer 2015

Consultant, Power Auctions LLC, Summer 2013

Consultant, Science Applications International Corporation (SAIC), Fall 2012