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, Online Content Creation, Social Media, e-Commerce, Economic Impacts of Covid-19

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

Chen, Xingyu Celine; Li, Ji; Jiang, Ling; Huang, Justin; Zhao, Huanyi (2023) "Synergy and Spillover Effects in Influencer Marketing: the Heterogeneity between Micro- and Macro-influencers".

Huang, Justin; Kaul, Rupali; Narayanan, Sridhar (2023) "Variety and Risk-Taking in Content Creation: Evidence from a Field Experiment Using Image Recognition Techniques". Reject and resubmit at *Management Science*.

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; Choi, Jangwon; Wan, Yuqin (2023) "Moderation-based Echo Chambers: An Exploration of Politically Motivated Content Removal on Reddit"

Huang, Justin and Krishna, Aradhna (2023) "Effectiveness of Product Placements in Generative AI Knowledge Search"

Krishna, Aradhna and Huang, Justin (2023) "Diversity in Team Performance and Peer-Evaluations"

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"

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

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

MEDIA COVERAGE

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

TEACHING

MBAN 600: Business Analytics Consulting Studio

MKT 300: Marketing Management (Instructor and Course Coordinator), Winter 2023

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

Track Chair for *Sustainability, Social Responsibility, and Social Justice Track*, 2024 Winter AMA Conference

Reviewer for *Marketing Science, Nature Human Behaviour*, *International Journal of Research in Marketing*

Faculty Advisor, Michigan Research and Discovery Scholars (MRADS)

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

Organizer, Marketing Seminar Series, Fall 2019-Present

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

Co-advisor, Hayoung Cheon (PhD Marketing, expected graduation 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, 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