

# Han Yuan 袁晗

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## Research Interests

Industrial Organization, Quantitative Marketing, Digital Economy

## Employment

2023.8-Current **Assistant Professor**, College of Business, Shanghai University of Finance and Economics

2021.7-Current **Assistant Professor**, School of Business, Sun Yat-sen University

2020.12-2021.6 **Resident Scholar**, Luohan Academy, Alibaba

## Education

2016-2021 **Doctor of Philosophy in Economics**, *The University of Arizona*

2014-2016 **Master of Philosophy in Economics**, *The Chinese University of Hong Kong*

2010-2014 **Bachelor of Economics**, *Zhejiang University*

## Publication

1. Xiao, Mo and Yuan, Han. (2023) Policy-Driven Innovation: The Case of China. *Quarterly Journal of Economics and Management* (《经济管理学报》)
2. Yuan, Han. (2016). Measuring Media Bias in China. *China Economic Review*, 38, pp. 49-59  
Media mention: Financial Times

## Working Papers

1. Competing for Time: A Study of Mobile Applications (Reject & Resubmit at International Economic Review)
2. Editorial Recommendations and Product Discovery: Evidence from Apple App Store (with Duan Keran , Liu Yong , Zhang Xi)

## Research in Progress

1. Content Curation (with Dou Wenyu, Wu Jintao, Chen Yuxin)
2. Trailers or Spoilers? –A Study of Movie-based Derivative Works

## Conference & Seminar Presentations

2024 *PKU Digital Economy Workshop*

2023 *Jinan IESR, The 2023 Seminar of the Digital Economy Open Research Platform, SHUFE, AMES*

2022 *MSI 2022, JMS 2022*

2021 *AMES, CMES, IIOC, ISMS Marketing Science, SHUFE College of Business, PKU CCER SI, China VIOS*

- 2020      *Young Economists Symposium, ShanghaiTech SEM, Arizona Marketing, ISMS Marketing Science, International Conference of WEAI.*
- 2019      Asian Meeting of the Econometric Society, Machine Learning Group at Arizona
- 2016      NTU-CUHK Economics Graduate Students Workshop

### Scholarship & Honors

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- 2022      JMS Best Paper Award (honorable mention)
- 2019      Ed Zajac Prize for the Best Third Year Paper (honorable mention)
- 2018      Eller Small Research Grant
- 2015      Lee Hysan Scholarship

### Referee Service

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*Journal of the Royal Statistical Society (Statistics in Society), Economic Journal, Journal of Economic Behavior and Organization, Journal of Economics & Management Strategy*

### Teaching Experience

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*Shanghai University of Finance and Economics*

Intermediate Microeconomics, Empirical Industrial Economics (PhD)

*Sun Yat-sen University*

Econometrics, Marketing Channels

*The University of Arizona*

Microeconomic Analysis for Business Decisions

### Skills

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Computer Python, C/C++, R, Matlab, Stata.

Languages Chinese, English.

### References

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**Mo Xiao** (Chair)

Professor of Economics

Eller Fellow

Eller College of Management

The University of Arizona

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**Yong Liu**

Marketing Department Head

Robert A. Eckert Endowed Chair in

Marketing

Eller College of Management

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**Gautam Gowrisankaran**

Professor of Economics

Columbia University

Research Associate

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