

# Han Yuan 袁晗

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## Research Interests

Industrial Organization, Quantitative Marketing, Digital Economy

## Employment

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

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

## Education

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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

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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

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1. Competing for Time: A Study of Mobile Applications (R&R 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

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1. Jump-starting New Products on An E-commerce Platform (with Gao Xijie)
2. Content Curation (with Dou Wenyu, Wu Jintao, Chen Yuxin)
3. Trailers or Spoilers? –A Study of Movie-based Derivative Works

## Conference & Seminar Presentations

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| 2023 | <i>Jinan IESR, The 2023 Seminar of the Digital Economy Open Research Platform, SHUFE</i>  |
| 2022 | <i>MSI 2022, JMS</i>  |
| 2021 | <i>AMES, CMES, IIOC, ISMS Marketing Science, SHUFE College of Business, PKU CCER SI, China VIOS</i>                               |
| 2020 | <i>Young Economists Symposium, ShanghaiTech SEM, Arizona Marketing, ISMS Marketing Science, International Conference of WEAI.</i> |
| 2019 | <i>Asian Meeting of the Econometric Society, Machine Learning Group at Arizona</i>  |

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*

## Teaching Experience

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*Sun Yat-sen University*

Econometrics, Marketing Channels (undergraduate)

*The University of Arizona*

Microeconomic Analysis for Business Decisions (undergraduate)

## 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  
National Bureau of Economic Research  
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Centre for Economic and Policy Research  
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