

Lu Huang

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EMPLOYMENT

Assistant Clinical Professor Pennsylvania State University	Aug 2022-
Assistant Professor Kean University	Sept 2021-Aug 2022
Assistant Professor New York Institute of Technology	Jan 2020-Aug 2021
Research/Teaching Assistant University of Connecticut	2011-2019
Engineer Samsung Electronics Co Ltd	2007-2008

EDUCATION

Ph.D.	Business Administration University of Connecticut, Storrs, CT	2020
M.S.	Agricultural Economics University of Connecticut, Storrs, CT	2014
M.S.	Economics Shandong University, China	2012
B.S.	Applied Physics School of the Gifted Young University of Science and Technology of China	2006

RESEARCH INTERESTS

Substantive:	Business Analytics, Information Systems, Digital Marketing, Public Policy
Methodological:	Dynamic Models, Statistical Models, Machine Learning
Programming:	C, MATLAB, R, Stata, SAS, Python, Tableau

PUBLICATIONS

1. Zhao, X., **Huang, L.**, Wang, L., Yazdani, E. & Zhang, C. Understanding of the Dynamics of Mobile Reading: An HMM Model of User Engagement and Content Consumption. (Accepted at *Production and Operations Management*)

2. Zheng, H., & **Huang, L.** (2022). Owned Social Media Advertising: Cannibalization and Competition. *Journal of Interactive Marketing*, 57(3), 442-456.
3. Zheng, H., **Huang, L.**, & Ross Jr, W. (2019). Reducing Obesity by Taxing Soft Drinks: Tax Salience and Firms' Strategic Responses. *Journal of Public Policy & Marketing*, 38(3), 297-315.
4. **Huang, L.**, & Liu, Y. (2017). Health information and consumer learning in the bottled water market. *International Journal of Industrial Organization*, 55, 1-24.
5. Du, K., **Huang, L.**, & Yang, Z. (2015). Understanding industrial energy productivity growth in China: a production-theoretical approach. *Energy Efficiency*, 8(3), 493-508.
6. Du, K., **Huang, L.**, & Yu, K. (2014). Sources of the potential CO2 emission reduction in China: a nonparametric metafrontier approach. *Applied Energy*, 115, 491-501.

WORKING PAPERS

Huang, L., Ni, J., & Liu, H. Dynamic Relationship Management with Spillovers. (Manuscript in preparation for submission to *Management Science*)

- The effectiveness of email communication is essential for relationship management. In this study, we use a Hidden Markov model and dynamic programming to improve the email targeting strategy used by an insurance company. The proposed strategy could build a better relationship between the focal company and its sales agents.

WORK IN PROGRESS

1. Huang, L., Liu, Y., & Zheng, H. Evaluating the Signal Bias of Consumer Learning in the Expansion of New Products. (Target: *Journal of Marketing*)
 - Consumers learn the quality of new products through their own experience and online sources such as advertising and news. In this study, we collect online news discussing the quality of plant-based milk (compared with cow's milk). We find that most news provides biased signals regarding product quality. We use a structural econometrics approach to quantify the impact of the bias on consumers' learning of the information, their choices, and firm outcomes.
2. Huang, L., Zhao, X., Wang, L., & Zhang, C. Consumer Learning and Engagement in Freemium Pricing.
 - Digital content providers use freemium pricing strategies to acquire new users and upsell paid content for profit. In this study, we use a Bayesian learning model to quantify how consumers learn the quality of a book through free chapters and their decisions to continue to consume the book. Simulation studies show that the learning process is fast and excessive free content may not help user engagement. We suggest that companies can improve profitability by reducing free content to an optimal level, which we identify in the study.
3. Huang, L., Zheng, H., & Yang, S. How metaverse drives online sales: Evidence from the apparel industry

CONFERENCE PAPERS AND PRESENTATIONS

- Zhao, X., Huang, L., Wang, L., Yazdani, E. & Zhang, C. Understanding the Rise of Mobile Phone Reading: The Impact of Network Quality, Recency and Frequency on Content Consumption. The 32nd Annual Conference of Production and Operations Management (POMS), April 2022.
- Zhao, X., Huang, L., Wang, L., Yazdani, E. & Zhang, C. Content Spending and Network Quality in Mobile Channels: A Hidden Markov Model of User Engagement and Content Consumption. Hawaii International Conference on System Sciences (HICSS), January 2022.
- Liu, Y., Huang, L., & Zhou, P. (2021). Evaluating the Role and Channels of Consumer Learning in the Expansion of New Products: The Case of Plant Based Milk. AAFA & WAEA Joint Annual Meeting, Austin, TX, 2021
- Zheng, H., & Huang, L. (2022). Owned Social Media Advertising: Cannibalization and Competition. Journal of Interactive Marketing. AMA Summer Academic Conference, Virtual, 2021
- Wang, L., Huang, L., Zhao, X. & Zhang, C. Consumer Learning and Engagement in Freemium Pricing. INFORMS Annual Meeting, November 2020
- Huang, L., Ni, J., & Liu, H. Dynamic Relationship Management with Spillovers. INFORMS Marketing Science Conference, Rome, 2019
- Huang, L., & Liu, Y. The Effect of Consumer Learning Behavior on the Rising Bottled Water Consumption. INFORMS Marketing Science Conference, Baltimore, 2015
- Huang, L., & Liu, Y. The Dynamics of Brand Value in the Carbonated Soft Drinks Industry. Agricultural & Applied Economics Association's 2014 Annual Meeting, Minneapolis, 2014
- Zheng, H., & Huang, L. The incidence of Soda Taxes with Imperfect information and Strategic Firm Behavior. Agricultural & Applied Economics Association's 2014 Annual Meeting, Minneapolis, 2014
- Huang, L., & Liu, Y. The Effect of Consumer Learning Behavior on the Rising Bottled Water Consumption. Agricultural & Applied Economics Association's 2013 AAFA & CAES Joint Annual Meeting, Washington DC, 2013
- Huang, L., & Liu, Y. The Effect of Consumer Learning Behavior on the Rising Bottled Water Consumption. 11th Annual International Industrial Organization Conference, Boston, 2013
- Huang, L., & Liu, Y. Natural or Organic: An Empirical Analysis of Ready to Eat Cereal Market. Agricultural & Applied Economics Association's 2013 AAFA & CAES Joint Annual Meeting, Washington DC, 2013

TEACHING EXPERIENCE

Courses Taught

Graduate Courses

Pennsylvania State University

Data Visualization

Fall 2022

New York Institute of Technology

Strategic Marketing and Branding

Fall 2020

Marketing Communication and Promotion

Fall 2020

Digital Marketing Spring 2020, Spring 2021

Undergraduate Courses

Pennsylvania State University

Information Technology and Business Strategy Fall 2022

Kean University

Seminar in Marketing Strategy Spring 2022

International Marketing Spring 2022; Fall 2021

Consumer Behavior Fall 2021

Marketing Research Fall 2021

New York Institute of Technology

Introduction to Marketing Spring 2020

University of Connecticut

Introduction to Marketing Management Spring 2019, Spring 2017

Teaching Service

Course Leader

Reconstruct courses and develop full teaching packages to fit into new academic programs at NYIT: *Management Information Systems* and *Sports Management*. Courses include

- MRKT 421 Marketing Analytics
- MRKT 430 Digital Marketing
- MRKT 745 Digital Marketing (master level)

Online Micro-credential Program

Develop online asynchronous courses as part of an institutional program at NYIT:

- Redesign face-to-face business courses as collections of online modules
- Work with a professional design company to launch online courses

Student Experiential Learning

Direct student teams to develop business analytic programs and solve real business challenges for local businesses. Examples of businesses receiving the analytical consulting service from our team include Planner Securities, LLC, and Albertus Magnus High School.

- Meet with top management teams of the businesses
- Bring members of the management to the classroom and discuss the business challenges faced by the businesses
- Facilitate the communication between the businesses and student teams
- Coach student teams on collecting data from primary and secondary sources, analyzing the data, visualizing analytical results, initiating and modifying business plans, and designing promotional campaigns
- Organize formal presentations for students to collect feedback from the business
- Awards received:
Albertus Magnus High School Outstanding Faculty Contribution to Industry Engagement, 2021

HONORS AND AWARDS

- NYIT Retention and Enrollment Award, 2021
- NYIT Albertus Magnus High School Outstanding Faculty Contribution to Industry Engagement, 2021
- University Doctoral Dissertation Fellowship, 2019
- Department of Marketing Outstanding Ph.D. Student Fellowship, 2019, 2016, 2015
- Department of Marketing Ph.D. Student Teaching Award, 2018
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2017
- ING Global Ph.D. Fellowship, 2016
- University Pre-Doctoral Fellowship, 2015
- Dean's Pre-doctoral Fellowship, School of Business, 2015
- Eileen and Jerry Lieberman Scholarship, 2014
- Stewart Johnson Scholarship, 2012-2013
- Bishop-Carder Scholarship, 2013