

Chuang Tang

Peking University HSBC Business School

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ACADEMIC APPOINTMENT

Peking University HSBC Business School	Shenzhen, China
Assistant Professor	2019 - Present

EDUCATION

NUS Business School, National University of Singapore	Singapore
Ph.D. in Marketing	2019
Shanghai Jiao Tong University	Shanghai, China
Bachelor of Science in Thermal and Power Engineering	2014

RESEARCH INTERESTS

Substantive Platform Economy, Digital Marketing, Impact of AI, DEI (Diversity, Equity and Inclusion)

Methodology Causal Inference, Structural Modeling, Field Experiments, Machine Learning

PUBLICATIONS

- “Racial Discrimination and Anti-Discrimination: The COVID-19 Pandemic's Impact on Chinese Restaurants in North America”, Chuang Tang, Shaobo Li, Yi Ding, Ram Gopal, and Guanglei Zhang (2024). *Information Systems Research*, 35(3):1274-1295 (UTD 24)
Best Paper Award at 2023 CMAU Conference, and Runner-up of Best Paper Award at 2023 CMIC Conference
- “A Dynamic Model of Owner Acceptance in Peer-to-Peer Sharing Markets”, Dai Yao, Chuang Tang, and Junhong Chu (2023). *Marketing Science*, 42(1), 166-188. (UTD 24)
- “Gender Disparities in the Impact of Generative Artificial Intelligence: Evidence from Academia” Chuang Tang, Shaobo Li, Suming Hu, Fue Zeng and Qianzhou Du (2025). *Proceedings of the National Academy of Sciences Nexus*. 4(2), pgae591.
- “An Exploration and Exploitation of Value Cocreation-Based Machine Learning Framework for Automated Idea Screening”, Qian Liu, Qianzhou Du, Chuang Tang, Yili Hong, and Weiguo Fan (2025). *Decision Support Systems*, 114504.
- “Physician Use of Large Language Models: A Quantitative Study Based on Large-Scale Query-Level Data” Lin Qiu, Chuang Tang, Xuan Bi, Gordon Burch, Yanmin Chen, and Heping Zhang (2025). *Journal of*

6. “The Impact of Weather on User Tipping Behavior in Live Streaming” Xingyu Chen, Xinye Zhang, Shuchen Qiao, and Chuang Tang (2025). *Journal of Marketing Science*, 5(03),66-87. (in Chinese, 营销科学学报).

PAPERS UNDER REVISION

1. “From ‘Me’ to ‘We’: The Effect of a Community Leaderboard on User Content Generation” with Wei Miao, Liqiang Huang, Zhonggen Wei and Liangfei Qiu. Revise and Resubmit at *Journal of Marketing Research*.
2. “Do In-App Marketplaces Impact User Engagement on Social Media Platforms? Empirical Evidence from TikTok” Solo author. Reject and Resubmit at *Marketing Science*
3. “Stereotyping Beauty: Gender Disparities in Online Reviews” with Xiaoqin Tan, Shaobo Li and Sarah Wei. Revise and Resubmit at *Journal of Consumer Psychology*
Frontier Award at 2025 CMIC Conference
4. “One Good Turn Deserves Another: The Impact of Individual Prosocial Behavior in the Sharing Economy” with Weimiao Wang and Miaolei Jia. Revise and Resubmit at *Journal of Interactive Marketing*
5. “The Indulgent Food = Warmth Association: How Cold Temperatures Shape Consumer Food Preferences and Spending” with Miaolei Jia, Bingjie Li and Yining Yu. Reject and Resubmit at *International Journal of Research in Marketing*
6. “The Impact of Facial Attractiveness of Virtual Influencers on User Engagement: Evidence from Youtube” with Qianzhou Du, Xingyu Chen and Qiao Wang. Revise and Resubmit at *Information and Management*
7. “The Effectiveness of Product Recommendations Made by AI Chatbots” with Mengzhou Zhuang, and Xingyu Chen. Revise and Resubmit at *Information and Management*

SELECTED WORKING PAPERS

1. “Leveling the Playing Field? How Generative AI Reshapes Academic Productivity Across Language Backgrounds” with Honglan Huang and Shubin Yu. Under Review at *Nature Human Behavior*
2. “The Impact of AI-powered Unmanned Retail Systems on Retail Performance” with Shaobo Li and Zonghao Li. In preparation for submission to *Journal of Marketing*.
3. “Does Launching Freemium Paid Content Impact Engagement with Free Content on UGC Platforms?” Solo author. In preparation for submission to *Management Science*.
4. “The Gift of the Magi: Compromise of Product Preferences Through Communication in Household Purchases” with Cheng Zhang and Furong Wang. In preparation for submission to *Marketing Science*.

5. "Skin Color Congruence in Access-based Consumption: Evidence from Fashion Rentals" with Xiaohua Zeng and Liyuan Wei.

RESEARCH GRANTS

PI: "The Effectiveness of AI Customer Service Recommendations". Young Scientists Fund, National Natural Science Foundation of China, Amount: 300,000 CNY (2024-2026)

PI: "Request and Matching Efficiency in Sharing Economy," General Research Grant, Natural Science Foundation of Guangdong Province, China. Amount: 100,000 CNY (2023-2025)

BUSINESS CASES

1. "The Coming One: Revitalizing the Brand of a Variety Show" Xingyu Chen, Ling Jiang, Qiao Wang, Chuang Tang, and Alain Chong. *Harvard Business Publishing, Ivey Publishing*
2. "CreatoRev: Opening a New Era of MCN Influencer Marketing in North America". Chen, Xingyu, Zhen Wang, Xinye Zhang, Qiao Wang, Shuchen Qiao, & Chuang Tang. *China Management Case-Sharing Center Sept 24, 2024* (in Chinese)
Top 100 Excellent Cases of China Management Case-Sharing Center

PRACTICE-ORIENTED PUBLICATION

1. "Racial Discrimination Induced by the Pandemic and the Resurgence of Chinese Restaurants in North America" Li, Shaobo, & Chuang Tang. *CEIBS Business Review*

ACADEMIC PRESENTATIONS

The Asia-Pacific Marketing Academy (APMA) Young Scholar Forum, Shantou, China, Nov 2025
Marketing Scientist/Engineer Forum, Wuhan, China, Nov 2025
Wuhan University, Wuhan, China, Nov 2025
University of International Business and Economics, Beijing, China, Nov 2025
Hunan University, Changsha, China, Nov 2025
University of Macau, Macau, China, March 2025.
Chongqing University, Chongqing, China, Nov 2024.
The Asia-Pacific Marketing Academy (APMA) Annual Conference 2024, Hong Kong, China, May 2024
Shanghai Jiao Tong University, Shanghai, China, April 2024
PHBS Workshop in Management, Shenzhen, China, December 2023
Annual Conference of Chinese Marketing Association of Universities, Wuhan, China, July 2023
Southwestern University of Finance and Economics, Chengdu, China, June 2023
China Marketing International Conference 2023, Chengdu, China, June 2023
1st Digital Innovation and Management Forum, Hangzhou, China, May 2023
University of Nottingham, Ningbo, China, May 2023
Nanjing University, Nanjing, China, May 2023
Xinjiang University of Finance and Economics, 2022(online)
Xiamen University, Xiamen, China, 2018

Annual Conference of Journal of Marketing Science (JMS), Shenzhen, China, October 2018
 China India Insights Conference, Singapore, July 2018
 ISMS Marketing Science Conference, Philadelphia, US, June 2018
 NUS-Tsinghua Digital Economy Conference, Beijing, China, June 2018
 Annual Conference of Journal of Marketing Science, Guangzhou, China, November 2017
 Marketing Insights and New Investigations (MINI) Conference, Singapore, September 2017
 Special Interest Group in Applied Economics of NUS, Singapore, August 2017
 China Marketing International Conference, Beijing, China, July 2017
 Annual PhD Research Day of NUS Business School, Singapore, February 2017
 ISMS Marketing Science Conference, Shanghai, China, June 2016

TEACHING EXPERIENCE

Instructor

Platform Economics and Online Marketplaces

(96.4 in AY 2024-2025 M1; 96.66 in AY 2024-2025 M3;
 97.51 in AY 2023-2024 M1; 93.05 in AY 2023-2024 M3;
 97.05 in AY 2022-2023 M1; 94.74 in AY 2022-2023 M3;
 97.15 in AY 2021-2022 M1; 97.28 in AY 2021-2022 M3;
 97.3 in AY 2020-2021; 93.45 in AY 2019-2020) 2019-2026

Pricing Strategy in Management

(96.83 in AY 2024-2025; 99 in AY 2023-2024;
 97.48 in AY 2022-2023; 96.71 in AY 2021-2022;
 98.12 in AY 2020-2021; 94.18 in AY 2019-2020) 2019-2026

Marketing Research

(96.44 in AY 2024-2025; 96.19 in AY 2023-2024;
 97.91 in AY 2022-2023; 97.12 in AY 2021-2022) 2019-2026

Guest Lecturer

PKU-Yan'an University Online Training Program 2021 Spring, 2021 Fall
 Principles of Marketing, NUS 2018 Spring

AWARDS & HONORS

Frontier Award, China Marketing International Conference 2025	2025
Faculty Excellence Award of PHBS	2023
Best Paper Award, Annual Conference of Chinese Marketing Association of Universities	2023
Runner up of Best Paper Award, China Marketing International Conference 2023	2023
High-level Talent Program of Shenzhen	2020-2024
Fellow, ISMS Marketing Science Doctoral Consortium	2018
Best Paper Award, Annual Conference of Journal of Marketing Science Doctoral Consortium	2017
Best Paper Award, China Marketing International Conference	2017
Best Poster Award, Annual PhD Research Day of NUS Business School	2017

NUS President's Graduate Fellowship	2015-2019
NUS Research Scholarship	2014-2015
Shanghai Outstanding Graduate	2014
Third Prize, National Mathematical Contest in Modeling	2013
National Scholarship (top 2%)	2011, 2012
First Prize, Chinese University Student Physics Competition	2011

SERVICES

Community

Ad-hoc Reviewer: Marketing Science, Management Science, Information Systems Research, Management Information Systems Quarterly, Journal of Business Research, Psychology and Marketing, Journal of Marketing Science, Management Review, American Marketing Association Summer Conference, Journal of Marketing Science Annual Conference, Asia Pacific Marketing Association Annual Conference

At PHBS

Accreditation committee member, 2022-now

Chairman of quality-of-life (QOL) committee, 2020-2021

Class academic mentor of Fintech Class, 2023-now

Thesis examiner of programs including MA, MBA and EMBA. 2019-now

Admission interviewer of programs including MA, MBA and EMBA. 2019-now

MEDIA COVERAGE

"For 'Robots' to 'Race Ahead', Patience is Still Needed; Shenzhen must Strengthen its AI Deployment."

Shenzhen Economic Daily, Sep 9, 2024

SKILLS & LANGUAGES

Computer Skills: MATLAB, SAS, Stata, R, Python, LaTeX

Languages: English (fluent), Chinese (native)