

# Zihong Huang

*Curriculum Vitae, Mar 2025*

Area of Information Systems and Quantitative Sciences (ISQS)  
Rawls College of Business, Texas Tech University.  
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## EMPLOYMENT

09/2023 - present    Assistant Professor at Rawls College of Business, Texas Tech University

## EDUCATION

2018 - 2023    Ph.D. in Carlson School of Management, University of Minnesota  
2013 - 2015    M.S. in Computer Science, University of Minnesota  
2011 - 2013    B.S. in Economics, Peking University  
2009 - 2012    M.E. in Electronic Engineering, Tsinghua University  
2005 - 2009    B.E. in Information Engineering, Southeast University

## RESEARCH INTERESTS

**Topics:** Economics of Social Media, Financial Innovations

**Methodology:** Game-theoretic Modeling, Econometrics

## TEACHING INTERESTS

- Intermediate/advanced business analytics at the undergraduate/master level such as descriptive analytics, predictive analytics, and causal analytics.
- Doctoral seminar course on economics of IS covering conceptual topics and research methods (analytical modeling and econometrics).

## PUBLICATIONS

- **Zihong Huang** , De Liu (2025). Economics of Social Media Fake Accounts. *Management Science*. <https://doi.org/10.1287/mnsc.2022.02616>
- Jason Chan, **Zihong Huang**, De Liu, and Zhigang Cai (2024). Better to Give Than to Receive: Impacts of Donation-Based Contribution Schemes on Crowdfunding Outcomes. *Information Systems Research*, 35(1), 272-293.
- Chen, L., **Huang, Z.** and Liu, D., (2016). Pure and hybrid crowds in crowdfunding markets. *Financial Innovation*, 2(1), p.19.

## WORKING PAPERS

- **Zihong Huang**, Yi Gao, De Liu. Social Media Manipulation and Verification Badge.
- **Zihong Huang**, Xuan Bi, and De Liu. Data-Driven Venture Capital (DDVC): The Impact of Data-Driven Investment Strategy on VC Firms' Success.
- **Zihong Huang**, De Liu, and Alok Gupta. Budget Induced Strategic Bidding in Multiunit Online Auctions.

## CONFERENCE PAPERS

**Zihong Huang**, Yi Gao, De Liu. Social Media Impersonation and Verification Badge. In *the 58th Hawaii International Conference on System Sciences (HICSS)*, 2025

**Zihong Huang**, De Liu. Economics of Social Media Fake Accounts. In *Workshop on Information Systems And Economics (WISE)*, 2020

**Zihong Huang**, De Liu, and Alok Gupta. Budget Induced Strategic Bidding in Multiunit Online Auctions. In *Workshop of Information Technologies and Systems (WITS)*, Munich, Germany, 2019

## TEACHING EXPERIENCE

### Instructor at Texas Tech University

ISQS 3345: Analytics and Development with Python

- Fall 2024: 4.5/5
- Fall 2023: 4.3/5

### Instructor at University of Minnesota

IDSC 4444: Descriptive and Predictive Analytics

- Fall 2021 (in-person): 5.31/6
- Fall 2020 (online): 4.89/6

### Teaching Assistant at University of Minnesota

MABA 6441: Causal Inference via Econometrics and Experimentation (Spring 2021)

MSBA 6430: Advanced Issues in Business Analytics (Spring 2019)

MSBA 6410: Exploratory Data Analytics and Visualization (Fall 2019)

IDSC 6050: Information Technologies and Solutions (Fall 2018)

IDSC 6041: Information Technology Management (Spring 2023)

IDSC 4444: Descriptive and Predictive Analytics (Fall 2018, 2022; Spring 2020, 2021, 2022, 2023)

IDSC 4210: Interactive Data Visualization for Business Analytics (Spring 2020)

## INDUSTRY EXPERIENCE

Product Manager & FinTech Researcher, 2015-2018

## PROFESSIONAL SERVICES

Reviewer, *Management Science (MS)*

Reviewer, *Information Systems Research (ISR)*

Reviewer, *MIS Quarterly (MISQ)*

Reviewer, *Production and Operations Management (POM)*

Reviewer, *International Conference on Information Systems (ICIS)*, 2019, 2021, 2022, 2023, 2024

Reviewer, *Hawaii International Conference on System Sciences (HICSS)*, 2023, 2024

## TECHNICAL SKILLS

Mathematica, R, Python, Stata, Matlab, SQL