

GUOFANG HUANG

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EMPLOYMENT

Assistant Professor, Purdue University, June 2018 - present.
Assistant Professor, Carnegie Mellon University, July 2013 - June 2018.
Postdoctoral Associate, Yale School of Management, July 2010 - June 2013.
Advisor: K. Sudhir.

EDUCATION

Ph.D. in Economics, Johns Hopkins University, 2011.
Thesis advisors: Joseph Harrington (co-chair), Matthew Shum (co-chair), Przemyslaw Jeziorski.
M.A. in Economics, Johns Hopkins University, 2007.
M.A. in Economics, Peking University, China, 2005.
B.E. in Urban Planning, Tongji University, China, 2002.

RESEARCH INTERESTS

Quantitative Marketing, Empirical Industrial Organization, Applied Econometrics.

PUBLICATIONS

“Short-Run Needs and Long-Term Goals: A Dynamic Model of Thirst Management,” 2015, (with Ahmed Khwaja and K. Sudhir). *Marketing Science*.
“Is Advertising Informative? Evidence from Contraindicated Drug Prescriptions,” 2018, (with Matt Shum and Wei Tan), *Quantitative Marketing and Economics*.
“Invest in Information or Wing It? A Model of Dynamic Pricing with Seller Learning,” 2018, (with Hong Luo and Jing Xia), forthcoming *Management Science*.

WORKING PAPERS

“Estimating Production Functions with Robustness against Errors in the Proxy Variables,” new version, 2017, (with Yingyao Hu and Yuya Sasaki), resubmitted to *Journal of Econometrics*.
“Expectation-Based Reference-Dependent Preferences: Evidence from the Used-Car Retail Market,” 2017, (with Haiyan Liu). resubmitted to *Marketing Science*.
“When to Haggle, When to Hold Firm? Lessons from Used Car Retail Market,” new version, 2017, revise and resubmit at *Journal of Economics and Management Strategy*.
“The Causal Effect of Service Satisfaction on Customer Loyalty,” 2019, (with K. Sudhir), revise and resubmit at *Management Science*.
“Selling-Mechanism Design for Peer-to-Peer Online Lending Platforms: Posted Price vs. Multiunit Uniform-price Open Auctions,” 2017.
“What Makes Insurance Companies Voluntarily Share Their Proprietary Customer Information,” 2011.

WORK IN PROGRESS

“The Voice of Customers and Service Quality Dynamics,” Data collection and descriptive analysis complete, structural model estimation in progress, (with K. Sudhir).
“Dynamic Cross-selling by Multitasking Service Agents,” Data collection and descriptive

analysis complete, structural model estimation in progress, (with K. Sudhir).

“Semi-parametric Estimation of the Stochastic Utility Model of Choice: the Case with Dynamic Adverse Selection,” Preliminary draft, (with Jeremy Fox and Haiyan Liu).

“Product Quality Disclosure and Consumer Observational Learning: Evidence from Car-Fax Reports,” Preliminary draft, (with Haiyan Liu and Hong Luo).

CONFERENCE AND SEMINAR PRESENTATIONS

2019: University of Toronto (Econ), University of Toronto (Rotman School of Management), UC Riverside

2018: Econometric Society North America Winter Meeting

2017: International Industrial Organization Conference, UC San Diego, SICS, Econometric Society North America Summer Meeting, University of College London, Purdue University, University of Central Florida, University of Arizon

2016: Chicago Booth, International Industrial Organization Conference, Marketing Science Conference.

2015: Econometric Society North America Winter Meeting, University of Southern Florida (Econ), Marketing Science Conference.

2014: International Industrial Organization Conference.

2013: Marketing Science Conference.

2012: Yale, Duke, Carnegie Mellon, University of British Columbia, Washington University at St. Louis, University of Wisconsin at Madison, CKGSB.

2010: Hong Kong University of Science and Technology (Econ), Singapore National University (Econ), International Industrial Organization Conference.

RESEARCH GRANTS

Berkman Faculty Development Fund, Carnegie Mellon University, 2013-2015

PROFESSIONAL EXPERIENCE

Ad hoc reviewer for: *Journal of Econometrics*, *Management Science*, *Marketing Science*, *Rand Journal of Economics*, *Review of Economic Studies*.

MISC. INFO

Programming Proficiency in: MATLAB and Stata.

Languages: Mandarin Chinese (native), English (fluent).

Citizenship: China.