

# GUOFANG HUANG

Purdue University  
403 W. State St.  
West Lafayette, IN 47907, USA

E-mail: huan1259@purdue.edu  
Web: sites.google.com/site/guofanghuang/

---

## 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**, Peking University, China, 2005.  
**B.E. in Urban Planning**, Tongji University, China, 2002.

## RESEARCH AREAS

Quantitative Marketing, Empirical Industrial Organization, Applied Econometrics.

## SUBSTANTIVE RESEARCH INTERESTS

Pricing strategy and selling mechanisms, Consumer decision and demand models, Advertising, Digital marketing, Customer relationship management.

## COURSES TAUGHT

Marketing management (Undergraduate, MGMT 324, Purdue University; 70-381, CMU),  
Data-driven marketing (Master, MGMT 691, Purdue University),  
Structural Empirical Models in Marketing and IO (PhD, 47-753, CMU).

## PUBLICATIONS

- [1] "Estimating Expectations-Based Reference-Price Effects in the Used-Car Retail Market," (with Haiyan Liu), forthcoming, *Quantitative Marketing and Economics*.
- [2] "The Causal Effect of Service Satisfaction on Customer Loyalty," (with K. Sudhir), 2021, *Management Science*.
- [3] "Estimating Production Functions with Robustness against Errors in the Proxy Variables," 2020, (with Yingyao Hu and Yuya Sasaki), *Journal of Econometrics*.
- [4] "When to Haggle, When to Hold Firm? Lessons from the Used Car Retail Market." 2020, *Journal of Economics and Management Strategy*.
- [5] "Is Pharmaceutical Detailing Informative? Evidence from Contraindicated Drug Prescriptions," 2019, (with Matt Shum and Wei Tan), *Quantitative Marketing and Economics*.
- [6] "Invest in Information or Wing It? A Model of Dynamic Pricing with Seller Learning," 2019, (with Hong Luo and Jing Xia), *Management Science*.
- [7] "Short-Run Needs and Long-Term Goals: A Dynamic Model of Thirst Management," 2015, (with Ahmed Khwaja and K. Sudhir). *Marketing Science*.

## WORKING PAPERS

- [8] "Selling-Mechanism Design for Peer-to-Peer Online Lending Platforms: Posted Price vs. Multiunit Uniform-price Open Auctions," under 2nd round review at *Journal of Marketing Research*.

[9] “Can You Judge a Car by Its History? Vehicle History Reports and the Efficiency of the Used-Car Retail Market,” (with Haiyan Liu and Hong Luo), under 1st round review at *Management Science*.

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

[11] “Voluntary Sharing of Proprietary Customer Information.”

## WORK IN PROGRESS

[12] “Cross-selling and Customer Loyalty in the Banking Industry,” main analysis done, draft in progress, (with K. Sudhir and Fei Teng).

[13] “The Regulation of Short-term Rental Market and Urban Long-term Housing Rental Cost: A Case Study of Airbnb,” main analysis done, draft in progress, (with Susan Lu and Qianli Xu).

[14] “The Voice of Customers and Service Quality Dynamics,” Data collection and descriptive analysis complete, structural model estimation in progress, (with K. Sudhir).

[15] “Dynamic Cross-selling by Multitasking Service Agents,” Data collection and descriptive analysis complete, structural model estimation in progress, (with K. Sudhir).

[16] “Consumer Brand Loyalty and the Retail Shopping Environment”, Data collection and descriptive analysis complete, (with Manu Kalwani and Rajan Misra).

## CONFERENCE AND SEMINAR PRESENTATIONS

2021: The Chinese University of Hong Kong

2020: Indiana University (Econ) (canceled due to Covid)

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

Member, *Marketing Science* Editorial Review Board, Jan 2020 - present

Ad hoc reviewer for: *Information System Research*, *Journal of Econometrics*, *Management Science*, *Marketing Science*, *Rand Journal of Economics*, *Review of Economic Studies*, *Research Grants Council (RGC) of Hong Kong*.

## MISC. INFO

Programming Proficiency in: MATLAB, Python, R and Stata.

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