

# 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*.  
“Estimating Production Functions with Robustness against Errors in the Proxy Variables,” new version, 2018, (with Yingyao Hu and Yuya Sasaki), forthcoming, *Journal of Econometrics*.  
“The Causal Effect of Service Satisfaction on Customer Loyalty,” 2019, (with K. Sudhir), forthcoming *Management Science*.

## WORKING PAPERS

“Expectation-Based Reference-Dependent Preferences: Evidence from the Used-Car Retail Market,” 2017, (with Haiyan Liu).  
“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*.  
“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 Arizona

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.