

# SHUN-YANG LEE

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(Last Updated: March 8, 2026)

## EMPLOYMENT

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### Northeastern University

- Assistant Professor, Marketing Group, D'Amore-McKim School of Business July 2019 – Present
- Thomas E. Moore Faculty Fellow September 2022 – Present

### The University of Connecticut

- Assistant Professor, Dept. of Operations and Information Management August 2016 – June 2019

## EDUCATION

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### The University of Texas at Austin

- Ph.D., Information Systems August 2016
- M.S., Information, Risk, and Operations Management May 2013

### Bard College

- B.A., Mathematics May 2011
- B.M., Piano Performance (Bard College Conservatory of Music) May 2011

## RESEARCH INTERESTS

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- **Topics:** Business Analytics, Digital Marketing, Advertising Effectiveness, Psycholinguistics, Politeness Theory, Sentiment Manipulation, Artificial Intelligence, Social Enterprise
- **Methodologies:** Data Analytics, Econometrics, Field Experiments, Machine Learning, Natural Language Processing, Statistical Methods

## PUBLICATIONS

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- "Open Voice or Private Message? The Hidden Tug-of-War on Social Media Customer Service," with Shu He and Huaxia Rui. *Production and Operations Management* 35(1): 32-49 (2026) (UTD24, FT50).
- "The Effect of Popularity Cues and Peer Endorsements on Assertive Social Media Ads," with Ashish Agarwal and Andrew B. Whinston. *Information Systems Research* 36(2): 1167-1182 (2025) (UTD24, FT50).
- "Social Media Advertising's Role in Small Business Resilience Amid Lockdowns," with Julian Runge, Daniel Yoo, Yakov Bart, Anett Gyurak, and J.W. Schneider. *Journal of Interactive Marketing* 60(4): 362-376 (2025).
- "Mobile App Adoption and Its Differential Impact on Consumer Shopping Behavior," with Sulin Ba and Shu He. *Production and Operations Management* 31(2): 764-780 (2022) (UTD24, FT50).

- "Mitigating the Adverse Effect of Monetary Incentives on Voluntary Contributions Online," with Dandan Qiao, Andrew B. Whinston, and Qiang Wei. *Journal of Management Information Systems* 38(1): 82-107 (2021) (FT50).
- "Financial Incentives Dampen Altruism in Online Prosocial Contributions: A Study of Online Reviews," with Dandan Qiao, Andrew B. Whinston, and Qiang Wei. *Information Systems Research* 31(4): 1361-1375 (2020) (UTD24, FT50).
- "Is Best Answer Really the Best Answer? The Politeness Bias," with Huaxi Rui and Andrew B. Whinston. *MIS Quarterly* 43(2): 579-600 (2019) (UTD24, FT50).
- "Sentiment Manipulation in Online Platforms: An Analysis of Movie Tweets," with Liangfei Qiu and Andrew Whinston. *Production and Operations Management* 27(3): 393-416 (2018) (UTD24, FT50).

## SELECTED PROJECTS

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- "When Consumers Use 'Outgroup Language' with AI Assistants - Why Does it Matter?" with Ann Kronrod and Amir Grinstein. Under second round review at *Journal of Consumer Research*.
- "Digital Out-of-Home Advertising," with Yakov Bart and Koen Pauwels. Under Review.

## TEACHING

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### D'Amore-McKim School of Business, Northeastern University

- **MKTG 3501: Marketing Analytics (Undergraduate Level)**
  - Class Size: {40, 40, 39, 38, 35, 37, 40, 41, 39, 40, 37}
  - Semesters: {S25, S25, F24, S24, S24, F23, S23, S23, F22, S22, S22}
  - Instructor Rating (mean): {4.9, 4.8, 5.0, 4.8, 4.8, 5.0, 4.7, 4.6, 4.8, 4.8, 4.8}/5.0
- **MKTG 6234: Marketing Analytics (Graduate Level)**
  - Class Size: {33}
  - Semesters: {F24}
  - Instructor Rating (mean): {4.9}/5.0

### Khoury College of Computer Sciences, Northeastern University

- **DS 2001: Programming with Data (Business Practicum - Undergraduate Level)**
  - Class Size: {29, 29, 19, 19, 19, 18}
  - Semesters: {S22, S22, S20, S20, S20, S20}
  - Instructor Rating (mean): {5.0, 4.8, 4.9, 4.9, 4.8, 4.8}/5.0

## School of Business, University of Connecticut

- **OPIM 5604: Predictive Modeling (Masters Level)**
  - Class Size: {46, 46, 45, 46}
  - Semesters: {F18, S18, F17, S17}
  - Overall Rating (average of medians): {5.00, 4.95, 4.95, 4.55}/5.0
  - Instructor Rating (median): {5.0, 5.0, 5.0, 4.0}/5.0
- **OPIM 3103: Business Information Systems (Undergraduate Level, MIS majors and Honors)**
  - Class Size: {24, 33, 33, 36, 40}
  - Semesters: {S19, F18, S18, S17, F16}
  - Overall Rating (average of medians): {5.00, 4.80, 4.91, 4.93, 4.93}/5.0
  - Instructor Rating (median): {5.0, 5.0, 5.0, 5.0, 5.0}/5.0

## McCombs School of Business, UT Austin

- **MIS 301: Introduction to Information Technology Management (Undergraduate Core, Spring 2013)**
  - Class Size: 60; Instructor Rating: 4.9/5.0
  - Selected to Faculty Honor Roll. Awarded to top 10% of all McCombs undergraduate faculty across departments and ranks
  - Nominated for Fred Moore Award for Teaching Excellence

## CONFERENCES / TALKS

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- ISMS Early Career Scholars Camp, New York, NY, October 2025.
- "A Field Study of Digital Out-of-Home Advertising Dynamic Effects," *ISMS Marketing Science Conference*, Washington, DC, June 2025.
- "How Do Customers Talk with AI Service Agents, and Why Does it Matter?" *Society for Consumer Psychology (SCP)*, Las Vegas, NV, February 2025. (presented by a co-author)
- "COVID-19 Demand Shocks Revisited: Did Advertising Technology Help Mitigate Adverse Consequences for Small and Midsize Businesses," *AMA Winter Academic Conference*, Phoenix, AZ, February 2025. (presented by a co-author)
- "Optimizing Digital Out-of-Home Advertising: A Field Experiment," *MarkTech 2024 Conference*, New York, NY, December 2024.
- "How Do Customers Talk with AI Service Agents, and Why Does it Matter?" *Association for Consumer Research (ACR)*, Paris, France, September 2024.
- "How Consumers Talk with AI Service Agents," *Invited Talk*. Carroll School of Management, Boston College, November 2023.
- "Optimizing Digital Out-of-Home Advertising: A Field Experiment," *Marketing Dynamics Conference (MDC)*, Boston, MA, September 2023.
- "How Consumers Talk with AI Service Agents," *European Association for Consumer Research (EACR)*, Amsterdam, The Netherlands, July 2023. (presented by a co-author)
- "A Field Study of Digital Out-of-Home (DOOH) Advertising - Exploring the Dynamic Effects," *ISMS Marketing Science Conference*, Miami, FL, June 2023.

- "Open Voice or Private Message? The Hidden Tug-of-War on Social Media Customer Service," *Statistical Challenges in Electronic Commerce Research (SCECR)*, Bogota, Colombia, June 2023. (presented by a co-author)
- "A Field Study of Digital Out-of-Home (DOOH) Advertising - Exploring the Dynamic Effects," *Theory and Practice in Marketing (TPM)*, Lausanne, Switzerland, May 2023.
- "Should Chatbots Imitate Customer Language? A Linguistic Exploration of Chatbot-Customer Interactions and Their Service Implications," Northeastern University Marketing Group Brown Bag Series, February 2023.
- "Reality Check: Perspectives on the Metaverse, What's Here and What's to Come," *American Bar Association Annual Meeting*, Chicago, IL, August 2022.
- "Should Chatbots Imitate Customer Language? A Linguistic Exploration of Chatbot-Customer Interactions and Their Service Implications," *Theory and Practice in Marketing (TPM)*, Atlanta, GA, May 2022.
- "Open Voice or Private Message? The Hidden Tug-of-War on Social Media Customer Service," *Interactive Marketing Research Conference (IMRC)*, online, October 2021.
- "Open Voice or Private Message? The Hidden Tug-of-War on Social Media Customer Service," *Invited Talk*. McCombs School of Business, The University of Texas at Austin, February 2020.
- "Open Voice or Private Message? The Hidden Tug-of-War on Social Media Customer Service," with Shu He and Huaxia Rui, *Workshop on Experimental and Behavioral Economics in Information Systems (WEBEIS)*, Minneapolis, MN, May 2019.
- "Open Voice or Private Message? The Hidden Tug-of-War on Social Media Customer Service," with Shu He and Huaxia Rui, *Workshop on Information Systems and Economics (WISE)*, San Francisco, CA, December 2018.
- "The Impact of Contest Structure on Crowdsourcing Contestant Performance," with Sulin Ba, Yuan Jin, and Jan Stallaert, *Workshop on Information Systems and Economics (WISE)*, San Francisco, CA, December 2018.
- "The Adverse Effect of 'Likes' and Friends' 'Likes' on Facebook Ads," with Ashish Agarwal and Andrew B. Whinston, *Conference on Digital Experimentation (CODE@MIT)*, Cambridge, MA, October 2018.
- "Open Voice or Private Message? The Hidden Tug-of-War on Social Media Customer Service," with Shu He and Huaxia Rui, *Conference on Digital Experimentation (CODE@MIT)*, Cambridge, MA, October 2018.
- "Overcoming the Crowding-Out Effect of Monetary Incentive on Pro-Social Behavior," with Dandan Qiao, Andrew B. Whinston, and Qiang Wei, *International Conference on Information Systems (ICIS)*, Seoul, South Korea, December 2017.
- "The Adverse Effect of 'Likes' and Friends' 'Likes' on Facebook Ads," with Ashish Agarwal and Andrew B. Whinston, *Conference on Digital Experimentation (CODE@MIT)*, Cambridge, MA, October 2017.
- "Online to Offline: Impact of Social Advertising on Pro-social Behavior," with Cenying Yang and Andrew Whinston, *INFORMS Annual Meeting*, Houston, TX, October 2017.
- "Crowding-Out Effect Mitigation through Intervention Strategies," with Dandan Qiao, Andrew B. Whinston, and Qiang Wei, *INFORMS Annual Meeting*, Houston, TX, October 2017.
- "Crowding-Out Effect Mitigation through Intervention Strategies," with Dandan Qiao, Andrew B. Whinston, and Qiang Wei, *Conference on Information Systems and Technology (CIST)*, Houston, TX, October 2017.
- "Incentive Provision and Pro-Social Behaviors," with Dandan Qiao, Andrew B. Whinston, and Qiang Wei, *Hawaii International Conference on System Sciences (HICSS)*, Big Island, HI, January 2017.

- "Incentive Provision and Pro-Social Behaviors," with Dandan Qiao, Andrew B. Whinston, and Qiang Wei, *Conference on Information Systems and Technology (CIST)*, Nashville, TN, November 2016.
- "Content Quality Assessment through Context-Free Linguistic Features: Application to Community-Based Question Answering Platforms," with Huaxia Rui and Andrew B. Whinston, *International Conference on Information Systems (ICIS)*, Fort Worth, TX, December 2015.
- "Word-of-Mouth in Social Media Advertising: A Randomized Field Experiment on Facebook," with Ashish Agarwal and Andrew B. Whinston, *Workshop on Information Systems and Economics (WISE)*, Dallas, TX, December 2015.
- "Word-of-Mouth in Social Media Advertising: A Randomized Field Experiment," with Ashish Agarwal and Andrew B. Whinston, *Conference on Information Systems and Technology (CIST)*, Philadelphia, PA, November 2015.
- "Sentiment Manipulation in Online Platforms and Opinion Forums: A Regression Discontinuity Approach," with Liangfei Qiu and Andrew B. Whinston, *INFORMS Annual Meeting*, Philadelphia, PA, November 2015.
- "Sentiment Manipulation in Online Platforms and Opinion Forums: A Regression Discontinuity Approach," with Liangfei Qiu and Andrew B. Whinston, *IROM Doctoral Research Symposium*, Austin, TX, February 2015. **Best Paper Award.**
- "The Perils of Online Manipulation," with Liangfei Qiu and Andrew Whinston, *Hawaii International Conference on System Sciences (HICSS)*, Kauai, HI, January 2015.
- "Manipulation: Online Platforms' Inescapable Fate," with Liangfei Qiu and Andrew Whinston, *International Conference on Information Systems (ICIS)*, Auckland, New Zealand, December 2014.
- "Sentiment Manipulation: Evidence from the Movie Industry," with Liangfei Qiu and Andrew Whinston, *Workshop on e-Business (WeB)*, Auckland, New Zealand, December 2014.

## SERVICES

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### Editorial and Review Service - Associate Editor

- Collective Intelligence (CI) (2024)
- International Conference on Information Systems (ICIS) (2019, 2020, 2021)

### Editorial and Review Service - Program Committee

- Conference on Information Systems and Technology (CIST) (2017–2020, 2022–2025)
- Workshop on Information Technologies and Systems (WITS) (2015–2019)
- Pacific Asia Conference on Information Systems (PACIS) (2019)

### **Editorial and Review Service - Ad-Hoc Reviewer**

- Behavior & Information Technology
- Decision Support Systems
- Information Systems Research
- International Journal of Research in Marketing
- Journal of the Association for Information Systems
- Journal of Business Research
- Journal of Electronic Commerce Research
- Journal of Strategic Information Systems
- Management Science
- MIS Quarterly
- Pacific Asia Journal of the Association for Information Systems
- PLOS ONE
- Production and Operations Management
- Conference on Information Systems and Technology (CIST)
- European Association for Consumer Research (EACR)
- Hawaii International Conference on System Sciences (HICSS)
- International Conference on Electronic Commerce (ICEC)
- International Conference on Information Systems (ICIS)
- Pacific Asia Conference on Information Systems (PACIS)
- Workshop on Information Technologies and Systems (WITS)

### **Departmental and School Service - Northeastern University**

- Marketing Group Research Seminar Series Coordinator (2024–Present)
- Marketing Group Faculty Search Committee (2023–Present)
- Marketing Group Research Committee (2022–2024)

### **Departmental and School Service - The University of Connecticut**

- Undergraduate Advising (2016–2019)
- Undergraduate Commencement Committee (2017–2018)
- OPIM Innovate Committee (2017–2018)
- Analytics Minor Committee (2017–2018)
- MIS Scholarship Committee (2017–2018)
- Doctoral Dissertation Committee (Yuan Jin) (2017–2018)
- OPIM MIS Program Committee (2016–2018)
- OPIM Department Research Seminar Coordinator (2016–2018)

### **Doctoral Student Advising**

- Yuan Jin (Associate Advisor, University of Connecticut. Graduated: 2018; Initial placement: Texas Tech University)

## AFFILIATIONS

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- Association for Information Systems (AIS)
- Association for Consumer Research (ACR)
- Institute for Operations Research and the Management Sciences (INFORMS) (Information Systems Society - ISS)

## SKILLS

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- **Languages:** English (fluent), Mandarin (native)
- **Technical:** JMP, Python, R, SQL, STATA, LaTeX

## FELLOWSHIPS / AWARDS

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- Thomas E. Moore Faculty Fellow (\$5,000 Annually) (2022–2027)
- ISMS Early Career Scholars Camp Fellow (2025)
- Ronald Copeland Best Paper Award (Runner-up) (2021)

### The University of Texas at Austin

- McCombs School of Business Continuing Fellowship (2015–2016)
- Graduate School Continuing Fellowship (2014–2016)
- Bonham Fellowship (2012–2013)
- McCombs School of Business Dean's Fellowship (2011–2015)

### Bard College

- **William J. Lockwood Prize (2011)** - *Awarded to the senior student who, in the judgment of the president, has contributed most to the intellectual life of Bard College.*
- **Stephen and Belinda Kaye Scholarship (2006–2011)** - *A 5-year tuition, room and board full scholarship awarded to an outstanding piano student in Bard College Conservatory of Music.*

## EXTRA-CURRICULAR ACTIVITIES

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### Piano Concerto Performance (Soloist)

- Bard College Conservatory Orchestra, 2 concerts (May 2011)
- Taipei Symphony Youth Orchestra (July 2008)
- American Symphony Orchestra (ASO), 2 concerts (September 2007)
- Taipei Symphony Orchestra (TSO) (October 2005)