

GUOFANG HUANG

Purdue University
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CURRENT EMPLOYMENT

Associate Professor (with tenure), Purdue University, August 2024 - present.

PREVIOUS WORK EXPERIENCE

Assistant Professor, Purdue University, July 2018 - July 2024.

Amazon Visiting Academic, Scholar, May 2022 - Apr 2026.

Assistant Professor, Carnegie Mellon University, July 2013 - June 2018.

Postdoctoral Associate, Yale School of Management, July 2010 - June 2013.

EDUCATION

Ph.D. in Economics, Johns Hopkins University, 2011.

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

Algorithmic and Dynamic Pricing, Consumer Decision and Demand Models, Digital marketing, Market Design, Sales and Customer Relationship Management.

COURSES TAUGHT

Marketing Management (Undergraduate, MGMT 324, Purdue; 70-381, CMU), Data-and AI-Driven Marketing (Master, MGMT 526, Purdue), Structural Empirical Models in Marketing and IO (PhD, MGMT 621, Purdue; 47-753, CMU).

PUBLICATIONS

[1] "Selling Mechanism Design for Peer-to-Peer Lending and Related Markets: the Multi-unit Uniform-price Open Auction vs. Fixed Price," 2023, *Journal of Marketing Research*.

[2] robustpf: Software for Robust Estimation of Production Functions. (with Yingyao Hu and Yuya Sasaki), 2023, *The Stata Journal*.

[3] "The Causal Effect of Service Satisfaction on Customer Loyalty," (with K. Sudhir), 2021, *Management Science*.

The winner of American Marketing Association 2021 SERVSIG Best Service Paper Award

[4] "Estimating Expectations-Based Reference-Price Effects in the Used-Car Retail Market," (with Haiyan Liu), 2021, *Quantitative Marketing and Economics*.

[5] "Estimating Production Functions with Robustness against Errors in the Proxy Variables," 2020, (with Yingyao Hu and Yuya Sasaki), *Journal of Econometrics*.

[6] "When to Haggle, When to Hold Firm? Lessons from the Used Car Retail Market." 2020, *Journal of Economics and Management Strategy*.

[7] "Invest in Information or Wing It? A Model of Dynamic Pricing with Seller Learning," 2019, (with Hong Luo and Jing Xia), *Management Science*.

[8] "Is Pharmaceutical Detailing Informative? Evidence from Contraindicated Drug Prescriptions," 2019, (with Matt Shum and Wei Tan), *Quantitative Marketing and Economics*.

- [9] “Short-Run Needs and Long-Term Goals: A Dynamic Model of Thirst Management,” 2015, (with Ahmed Khwaja and K. Sudhir). *Marketing Science*.

WORKING PAPERS

- [10] “Customer Service as a Sales Channel¹,” (with K. Sudhir and Fei Teng).
Winner of Best in Track Paper (Marketing Strategy and Organization), 2026 AMA Winter Academic Conference
- [11] “Semi-parametric Estimation of the Stochastic Utility Model of Choice: the Case with Dynamic Adverse Selection,” (with Jeremy Fox, Haiyan Liu, and Yuya Sasaki).
- [12] “Behavior-based Price Discrimination and the Sharing of Proprietary Customer Information.”
- [13] “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).
- [14] “The Value of Reputation Badges for Sellers in the Age of Ratings and Reviews: An Empirical Study of Airbnb’s Superhost Program,” (with Rajan Misra and Manu Kalwani). Under review.
- [15] “Supply-Constraint Regulations of the Short-term Rental Platforms and the Affordability in the Long-term Rental Markets,” (with Jianing Li, Susan Lu, and Qian Li Xu).

WORK IN PROGRESS

- [16] “The Home Advantage of Store Brands in the Competition with National Brands,” (with Rajan Misra and Manu Kalwani).
- [17] “The Voice of Customers and Service Quality Dynamics,” (with K. Sudhir).
- [18] “Dynamic Cross-selling by Multitasking Service Agents,” (with K. Sudhir).
- [19] “Consumer Brand Loyalty and Firms’ Market Power and Strategic Behavior.”

CONFERENCE AND SEMINAR PRESENTATIONS

- 2026: University of Hawaii (Econ), AMA Winter Academic Conference, Marketing Science Conference.
- 2022: The 2022 Asian Pacific Industrial Organization Conference
- 2021: The Chinese University of Hong Kong, Southern Economic Association Conference.
- 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 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.

¹Previously circulated as “Turning Service into Profits: Cross-selling Synergies and Organizational Design”

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

GRANTS AND AWARDS

Best in Track Paper (Marketing Strategy and Organization), 2026 AMA Winter Academic Conference

American Marketing Association 2021 SERVSIQ Best Service Paper Award

Krannert Young Faculty Scholar Award, Purdue University, 2021-2022

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

PROFESSIONAL EXPERIENCE

Member, *Marketing Science* Editorial Review Board, Jan 2020 - 2024

Ad hoc reviewer for: *Economic Letters*, *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, SQL, Stata.

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