GUANGYING CHEN

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Updated: August 11, 2026

EMPLOYMENT

Marshall School of Business, University of Southern California June 2025 - Present
Assistant Professor of Marketing

EDUCATION

Olin Business School, Washington University in St. Louis 2019 - 2025
Ph.D. in Marketing

Economics Department, Washington University in St. Louis 2017 - 2019
M.A. in Economics

Tsinghua University 2014 - 2017
M.A. in Economics

Peking University 2010 - 2014
B.A. in Economics and B.S. in Statistics

RESEARCH INTERESTS

Substantive: Digital Platforms, Social Media, Recommender Systems, Privacy, Influencer Marketing, Creator Economy, Artificial Intelligence
Methodological: Field Experiment, Structural Model, Causal Inference, Machine Learning

RESEARCH

Manuscripts Under Review

- Guangying Chen, Tat Y. Chan, Dennis J. Zhang, and Industry Collaborators. "The Impact of a More Diversified Recommender System on Digital Platforms: Evidence from a Large-Scale Field Experiment." Under review. [SSRN]

- Guangying Chen, Cheng Lu, Tat Y. Chan, Zhengling Qi, Dennis J. Zhang, and Industry Collaborators. "A New Estimator for Encouragement Design in Randomized Controlled Trials When the Exclusion Restriction Is Violated." Minor revision at *Marketing Science*. [SSRN]
  — Finalist, 2025 ASA Statistics in Marketing Doctoral Dissertation Research Award
  — Runner-up (Top 5%), 2024 INFORMS Information Systems Cluster Best Paper Award

- Guangying Chen, Tat Y. Chan, and Dennis J. Zhang. "The Intended and Unintended Consequences of Privacy Protection in Social Media: A Large-Scale Field Experiment and Structural Analysis." Major revision at *Marketing Science*. [SSRN]

Work in Progress

- Guangying Chen, Tat Y. Chan, and Dennis J. Zhang. "The Effects of Recommendations on Social Engagement and User-Generated Content Creation."

- Guangying Chen, Wesley W. Koo, and Jingchuan Pu. "The Builder's Dilemma: AI Co-Creation of Modular Product Recommendations."

CONFERENCE PRESENTATIONS

"The Intended and Unintended Consequences of Privacy Protection in Social Media: A Large-Scale Field Experiment and Structural Analysis"

Annual ISMS Marketing Science Conference, Carcavelos 2026
Next Generation of Antitrust, Data Privacy & Data Protection Scholars Conference, Los Angeles, CA 2026

"A New Estimator for Encouragement Design in Randomized Controlled Trials When the Exclusion Restriction Is Violated"

China India Insights Conference, Berkeley, CA 2025
Joint Statistical Meetings, Nashville, TN 2025
Annual ISMS Marketing Science Conference, Washington, D.C. 2025
5th AI in Management Conference, Los Angeles, CA 2025

"The Impact of a More Diversified Recommender System on Digital Platforms: Evidence from a Large-Scale Field Experiment"

INFORMS Annual Meeting, Phoenix, AZ 2023
Advances with Field Experiments Conference, Chicago, IL 2023
Annual ISMS Marketing Science Conference, Miami, FL 2023
POMS Annual Conference, Orlando, FL 2023
Online Research Seminar on Digital Businesses, Virtual 2023
Workshop on Platform Analytics, San Diego, CA 2023

INVITED CONFERENCES AND TALKS

ASSA Meeting (discussant, scheduled), Washington, D.C. 2027
Choice Symposium (scheduled), Vail, CO 2026
ISMS Doctoral Consortium (panelist), Carcavelos 2026
ISMS Early Career Scholars Camp, New York, NY 2025
City University of Hong Kong, Hong Kong 2024
USC Marshall School of Business, Los Angeles, CA 2024
The Chinese University of Hong Kong, Shenzhen, Shenzhen 2024
HKU Business School, Hong Kong 2024
CUHK Business School, Hong Kong 2024

TEACHING

Instructor - University of Southern California

Marketing Fundamentals (Undergraduate) SP 2026

Teaching Assistant - Washington University in St. Louis

A/B Testing in Business and Social Science (Master) SP 2024
Understanding & Conducting Business Experiments (Undergraduate) SP 2024
Text Mining (Master) SP 2023, SP 2022, SP 2021
Pricing Strategies (Undergraduate/Master/MBA) FL 2022, FL 2021, FL 2020
Quantitative Methods in Economics II (Ph.D. Core) SP 2019
Applied Econometrics (Ph.D. Core) FL 2018

ACADEMIC SERVICE

Ad Hoc Reviewer: *Management Science*, *Marketing Science*, *Production and Operations Management*, *Information Systems Research*, *Information Economics and Policy*

INDUSTRY EXPERIENCE

Research Intern, Kwai Inc.	August 2023 - May 2025
Research Intern, NetEase Cloud Music Inc.	September 2021 - July 2023

HONORS AND AWARDS

ISMS Doctoral Consortium Fellow	2023
Doctoral Fellowship, Olin Business School, Washington University in St. Louis	2019-2024
Doctoral Fellowship, Economics Department, Washington University in St. Louis	2017-2019