

Han Chen

Fox School of Business, Temple University
Alter Hall A502e, 1801 Liacouras Walk, Philadelphia, PA 19122

Last Updated: Sep 2021
Email: hanchen@temple.edu
Website: hanchenresearch.github.io

Education

PhD Candidate in Marketing Fox School of Business, Temple University	May 2023 (Expected) Philadelphia, PA
Master in Management Science and Engineering Northeastern University (ranked 1/31 in the class)	Jan 2017 Shenyang, P. R. China
Bachelor in Industrial Engineering Northeastern University (ranked 3/62 in the class)	Jun 2014 Shenyang, P. R. China

Research Interests

Substantive: The Impacts of AI Usage on Consumers and Firms, Digital Advertising, Product Recommendation, Price Promotion, Sequential Marketing Promotions, Human-Computer Interaction, Behavioral Economics, Consumer Decision Making

Methodological: Deep Learning, Deep Reinforcement Learning, Econometrics, Experiments (Field/Lab)

Dissertation

- Dynamic Media Product Recommendations.
 - Work in Progress
- First Week Human and Second Week Algorithm: Sequential Product Curation Advertising on Media Platforms. *Han Chen, Yang Wang, Hanbing Xue, Xueming Luo, and Yongjun Li.*
 - Working Paper
- Flying High but Landing Low? A Tale of Great Expectations: Tensile Price Promotions in Storewide Sales. *Han Chen, Joydeep Srivastava.*
 - Working Paper
- Algorithmic Ad Creative Design and Dynamic Targeting: A Contextual Multi-Armed Bandits and Deep Learning Approach. *Han Chen.*
 - Manuscript in Preparation

My Other Work

- From Algorithm Aversion to Appreciation? Optimizing Advertising of Algorithm with Dynamic Field Experiments and Deep Reinforcement Learning.
 - Best Paper in the Big Data and Marketing Analytics Track, 2020 AMA Winter Academic Conference

Scholarships and Awards

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| • AMA–Sheth Foundation Doctoral Consortium Fellow | 2021 |
| • ISMS Doctoral Consortium Fellow | 2019, 2020 |
| • 1 st place of PhD Student Research Competition Award, Fox School of Business | 2019 |
| • Presidential Fellowship, Temple University | 2017-2022 |
| • 3 rd place of PhD Student Research Competition Award, Fox School of Business | 2018 |
| • \$18,100 Young Scholars Interdisciplinary Forum Grant, Fox School of Business | 2017-2019 |
| • National Scholarship for Graduates, Ministry of Education, The State Council of China | 2015 |
| • First Class Academic Scholarship | 2015, 2016 |

- Outstanding Graduate, Liaoning Province, China 2014
- Distinguished Scientific Innovation Award, Northeastern University 2013
- Finalist, Student Science Award, Northeastern University, China 2013
- First Prize, National E-commerce Innovation and Application Contest, China 2012

Publications Prior to PhD Studies

- Jin, H., **Chen, H.**, Munechika, M., Sano, M., & Kajihara, C. (2018). The effect of workload on nurses' non-observance errors in medication administration processes: A cross-sectional study. *International Journal of Nursing Practice*, 24(5), e12679.
- Jin, H., Qu, Q., Munechika, M., Sano, M., Kajihara, C., Duffy, V. G., & **Chen, H.** (2018). Applying Intelligent Algorithms to Automate the Identification of Error Factors. *Journal of Patient Safety*.
- Zhang, X., Guo, F., Li, S., Li, M., & **Chen, H.** (2018). Consumers' different neural activity and attitude to the leading brand and imitator. *Journal of Neuroscience, Psychology, and Economics*, 11(3), 166.
- Haizhe Jin, **Han Chen**, Yulin Zhang, & Weilin Liu (2017). Emotional quality evaluation of the commodity appearance considering consumer preferences - a case study of bottled water. *Journal of Northeastern University (Natural Science)*.
- Haizhe Jin, Masahiko Munichika, Masataka Sano, Chisato Kajihara, **Han Chen** & Fu Guo (2017). A Study on the Methodology to Analyze and Prevent Medical Errors Due to Non-observed Behavior. *Advances in Human Factors and Ergonomics in Healthcare*, 482(6), 355-364.

Conferences and Presentations

- “Advertising Algorithm versus Human Curation: Exploitation versus Exploration of Customer Preferences and Hybrid Sequential Advertising,” Conference on Digital Experimentation (CODE), Sloan School of Management, MIT, Boston, MA, USA, Dec 2020.
- “Algorithmic Digital Ad Targeting and Learning with A Causality-based Contextual Bandit Model,” 42th ISMS Marketing Science Conference, June 2020.
- “Dynamic Field Experimentation of Algorithm or Human Recommendation and Promotion on A Digital Platform,” Conference on Digital Experimentation (CODE), Sloan School of Management, MIT, Boston, MA, USA, Nov 2019.
- “Negative Effects of Incentivized Social Referral Campaigns on the Value of New Customers: Combing Field Experiments and Machine Learning,” 41th ISMS Marketing Science Conference, Rome, Italy, June 2019.
- “The Effects of Ad Category and Age on Branding: Insights from Neuroscience,” Society for Consumer Psychology 2019 Annual Conference, Savannah, GA, USA, Mar 2019.
- “Relative Effectiveness of Print versus Digital Advertising for Brand Marketing,” 8th Annual International Symposium on Decision Neuroscience, Ross School of Business, University of Michigan, Ann Arbor, MI, USA, June 2018.

Workshops

- Quantitative Marketing and Structural Econometrics Workshop, Kellogg School of Management, Northwestern University, Evanston, IL, July 2019.
- Summer School on Machine Learning, Tepper School of Business, Carnegie Mellon University, Pittsburgh, PA, July 2019.

Academic Service

- Session Chair of Econometrics and Statistics, PhD consortium, 40th Annual ISMS Marketing Science Conference, Fox School of Business, Temple University, PA, June 2018.
- Conference paper ad-hoc reviewer, 2019, 2020 Winter AMA
- Conference paper ad-hoc reviewer, 2019, 2020 Summer AMA

- Conference paper ad-hoc reviewer, 2019 SCP

Industry Research Collaboration

White paper for grant “The Role of Physical vs. Digital Media on Brand Marketing and Age” (Sep 2017 – June 2018; \$158,000; PI, Vinod Venkatraman) from United States Postal Service

- “Using Mail to Build Brands”, <https://www.uspsoig.gov/document/using-mail-build-brands>, Sep 2018
- “Advertising Effectiveness and Age”, <https://www.uspsoig.gov/document/advertising-effectiveness-and-age>, Feb 2019

Doctoral Coursework

Marketing

Quantitative Marketing Models I	Nathan Fong
Quantitative Marketing Models II	Xueming Luo
Consumer Behavior	Joydeep Srivastava
Sensory Marketing	Maureen Morrin
Quantitative Research Methods II	Crystal Reeck
Judgment and Decision Making	Vinod Venkatraman
Marketing Theory Development	Maureen Morrin
Pro-Seminar in Marketing	Joydeep Srivastava

Other Business Disciplines

Continuous and Nonlinear Optimization Methods (Audit)	Subodha Kumar
Contemporary Research on Economics of Information Systems	Min-Seok Pang
Qualitative Research Methods (Audit)	Ravi S. Kudesia

Economics

Econometrics I	Jason Jiang
Econometrics II	Oleg Rytchkov
Econometrics III (Audit)	Oleg Rytchkov
Economic Theory of Choice	Tedi Skiti

Statistics

Statistics I	Zhigen Zhao
Statistics II	Yuexiao Dong

Psychology

Social Psychology	Kareem Johnson
Cognitive Psychology and Neuroscience	Ingrid Olson

Computer Science

Social Network Analysis (Audit)	Zoran Obradovic
Machine Learning (Audit)	Slobodan Vucetic

Analytics/Data Science Skills

Python, Stata, R, SQL, C, Amos, SmartPLS, Matlab, SPSS, Google Analytics, Tableau

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09/08/2021