

TIANYU HAN

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ACADEMIC POSITIONS

Hong Kong University of Science and Technology (HKUST) **Hong Kong**
Assistant Professor of Marketing, HKUST Business School *July 2024 – present*

EDUCATION

University of California, Berkeley **Berkeley CA, USA**
Ph.D. in Business Administration, Haas School of Business *May 2024*
Graduate Certificate in Applied Data Science, School of Information *May 2021*
M.S. in Business Administration, Haas School of Business *Dec 2020*

University of Wisconsin–Madison **Madison WI, USA**
M.S. in Economics, Department of Economics *May 2018*

London School of Economics and Political Science (LSE) **London, UK**
M.Sc. in Econometrics and Mathematical Economics, Department of Economics *Jun 2017*

University of Southampton **Southampton, UK**
B.Sc. in Economics and Finance, School of Social Sciences, with First Class Honors *Jun 2015*

RESEARCH

Research Interests: Behavioral Economics, Digital Marketing, Applied Machine Learning

Working Papers

- “Rewards and Consumption in the Credit Card Market”
- “Interest Rate Misperception and Excess Borrowing in the Consumer Credit Market” (with Xiao Yin)
- “An Empirical Model of Endogenous Attention” (with T. Tony Ke and J. Miguel Villas-Boas)

Selected Work in Progress

- “Income Misreporting in the Credit Card Market” (with Xiao Yin)
- “Information Silos on Social Media” (with Zijun (June) Shi and Wenbo Wang)

Invited Talks (Including Scheduled)

- 2025: AFA Annual Meeting
- 2024: CEPR European Workshop on Household Finance (QMUL), Boulder Summer Conference on Consumer Financial Decision Making (CU Boulder), Behavioral Industrial Organization & Marketing Symposium (Michigan Ross), Federal Reserve Bank of Philadelphia, ISMS Marketing Science (UNSW)
- 2023: Chicago Booth, BU Questrom, UT Dallas, NUS, HKUST, PKU Guanghua, CUHK-SZ, CEPR European Conference on Household Finance (Collegio Carlo Alberto), Behavioral Industrial Organization & Marketing Symposium (Michigan Ross), Bay Area Marketing Symposium (Santa Clara), Berkeley Haas, Berkeley (Econ-IO), Berkeley (Econ-Behavioral), Berkeley (Finance)
- 2022: Uber, Marketing Analytics Symposium Sydney (UNSW), Berkeley Haas, Berkeley (Finance)
- 2021: Berkeley Haas, Berkeley (Finance), Berkeley (Econ-IO)

TEACHING EXPERIENCE

- UC Berkeley: Intermediate Microeconomics for Business (upper-undergrad), Intermediate Microeconomics (upper-undergrad), Marketing (upper-undergrad), Strategic Leadership (full-time MBA), Marketing Strategy (full-time MBA), Applied Econometrics (doctoral), Principles of Finance (upper-undergrad)
- UW-Madison: Economic Forecasting (advanced-undergrad), Economics of Law (advanced-undergrad), Energy, Resources, and Economics (intermediate-undergrad)

FELLOWSHIPS, HONORS, AND GRANTS

- Fisher Center for Business Analytics Research Grant, University of California, Berkeley, Nov 2023
- Claire Goedinghaus Fellowship, Institute for Business Innovation, University of California, Berkeley, Apr 2023
- ISMS Doctoral Consortium Fellow, Jun 2022
- Wu Family Fellowship, Institute for Business Innovation, University of California, Berkeley, Feb 2022
- Department Fellowship, Haas School of Business, University of California, Berkeley, 2018–2023

- Graduate Academic Achievement Award, University of Wisconsin–Madison, May 2018
- Economics Master Program’s Research Scholarship, University of Wisconsin–Madison, Feb 2017
- 3rd Prize, “Challenge Cup” National Undergrad Academic Science and Technology Works Competition, Dec 2015
- 1st Prize Academic Excellence Scholarship×3, Nanjing University of Finance and Economics, 2012–2013
- National Scholarship, Ministry of Education of China, Nov 2012

OTHER EXPERIENCE

Uber Eats Pricing and Incentives, Uber Technologies, Inc.
Applied Scientist PhD Intern

San Francisco CA, USA
May 2022–Aug 2022

MISCELLANEOUS

- **Languages:** fluent in English; native in Mandarin Chinese; basic in Cantonese
- **Computing:** Python, Stata, Mathematica, SQL, Git, and L^AT_EX

Last updated: June, 2024