

Nan Chen

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nanchen-research.github.io

APPOINTMENTS

National University of Singapore	2018–2021; 2024–present
Assistant Professor, Information Systems & Analytics, School of Computing	
National University of Singapore	2023
Visiting Fellow, Department of Economics	
Pinduoduo Inc.	2021–2022
Data Analysis Expert, R&D Group	
Berkeley Center for Health Technology	2017–2018
Research affiliation	

EDUCATION

University of California, Berkeley	2013–2018
PhD in Business Administration, Haas School of Business	
Wuhan University	2009–2013
Bachelor of Management, School of Economics and Management	

RESEARCH INTERESTS

Economics of New Technologies Quantitative Marketing Industrial Organization

PUBLICATIONS

Consequences of Dynamic Pricing in Competitive Airline Markets
With Przemysław Jeziorski. Forthcoming in *The RAND Journal of Economics*.

Frontiers: The Demand for Counterfeits: A Descriptive Analysis
With Mengqi Xiang. *Marketing Science* 45(4): 716–727 (2026).

Steering via Algorithmic Recommendations
With Hsin-Tien Tsai. *The RAND Journal of Economics* 55(4): 501–518 (2024). Lead article.

History and Country-of-Origin Effects
With Zemin Zhong. *Marketing Science* 43(1): 192–212 (2023).

WORKING PAPERS

Feedback Culture and Equilibrium Participation
With Xinbo Wang. Revise and resubmit at *Marketing Science*.

WORKING PAPERS *continued*

Price Competition Under Information (Dis)advantage

With Hsin-Tien Tsai. Revise and resubmit at *American Economic Journal: Microeconomics*.

2024 Alessandro di Fiore Best Paper Prize, Platform Strategy Research Symposium

2024 CRESSE–CPI Best Paper Award for Young Researchers

The Economic Impact of China's Anti-Corruption Campaign

With Zemin Zhong.

Experience and Identity-driven Consumer Choice: Evidence from China

With Lei Huang and Zemin Zhong.

Work in progress

Entry Design in Cross-Border E-Commerce

With Hsin-Tien Tsai.

AWARDS & GRANTS

MOE Academic Research Fund Tier 1 Start-up Grants	2018, 2024
Principal Investigator	
ISMS Doctoral Consortium Fellow, USC Marshall	2017
Price Theory Summer Camp, University of Chicago	2016
Summer Research Fellowship and Travel Grant, Haas School of Business, UC Berkeley	2016
Doctoral Fellowship, UC Berkeley	2013–2018
Outstanding Graduate, Wuhan University	2013

TEACHING

School of Computing, National University of Singapore

Topics in Information Systems and Analytics Research	PhD	2026
Causal Impact Analytics for Business Applications	Undergraduate	2024–present
Economics of IT and AI	Undergraduate	2024–present
Computational Methods for Business Analytics	Undergraduate	2019–2021
Econometrics for Information Systems	PhD	2019–2021

Department of Economics, National University of Singapore

Machine Learning for Applied Economics	Master's	2023
Economic Data Analysis with R Programming	Undergraduate	2023

Haas School of Business, UC Berkeley

Marketing	Undergraduate; teaching assistant and reader	Fall 2014; Spring 2018
Marketing Strategy	MBA; teaching assistant	Fall 2016
Marketing Analytics	MBA and EWMBA; teaching assistant	Spring 2016; Spring 2018
Data and Decisions	EWMBA; reader	Spring 2015
Berkeley Business Academy for Youth	Instructor	Summers 2014, 2016

PRESENTATIONS

- 2026 CUHK–Shenzhen
Hong Kong Quant Marketing Conference
Platforms and Digital Economy (CES Annual Conference; discussant)
Bocconi University
- 2025 SCECR
Platforms and Digital Economy (CES Annual Conference)
China India Insights Conference (UC Berkeley)
NUS–NTU–SMU Summer Workshop
Wuhan University
- 2024 Marketing Science Conference
IIOC
Platform Strategy Research Symposium (Boston University)
Summer Institute in Competitive Strategy (UC Berkeley)
PACIS (ISR Workshop)
DISA Summer Workshop (NUS)
China India Insights Conference (HKU; discussant)
- 2023 School of Computing, NUS
Chinese University of Hong Kong, Economics
HKUST, Marketing
University of Hong Kong, Marketing
City University of Hong Kong, Marketing
- 2021 Econometric Society North American Meeting
Luoja Young Scholar Forum, Wuhan University
JD Silicon Valley R&D Center
- 2020 NUS SIG Applied Economics
Graduate School of Business, Sungkyunkwan University
- 2019 Econometric Society Asian Meeting
Marketing Science Conference
Chinese University of Hong Kong, Economics
NUS SIG Applied Economics
- 2018 School of Computing, NUS
Stanford Graduate School of Business
Public Choice Society Conference
Econometric Society North American Meeting
- 2017 Haas School of Business, UC Berkeley
University of Chicago Booth School of Business
Imperial College Business School

REFEREEING

American Economic Journal: Economic Policy; Information Systems Research;
Journal of Political Economy Microeconomics; Management Science; Marketing Science.