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Dr. Tuan Q. Phan is an Assistant Professor at the Department of Information Systems at NUS. His work in social networks and Big Data spans multiple disciplines including economics, marketing, consumer behavior, computer science, and statistics. He received his doctorate from Harvard University, and an undergraduate from MIT. He is also an entrepreneur, and frequently consults industry leaders.

EDUCATION

- 2011 **Harvard Business School, Boston, MA, USA**
Doctor of Business Administration (DBA) in Marketing
Committee: David Godes (chair), Markus Mobius, Edoardo Airoidi, Sunil Gupta
- 2002 **Massachusetts Institute of Technology, Cambridge, MA, USA**
B.S. in Computer Science & Electrical Engineering, with
concentrations in Business and Economics

ACADEMIC EMPLOYMENT

- Aug. 2011 – **National University of Singapore, Singapore**
Present Assistant Professor, Department of Information Systems

PROFESSIONAL EXPERIENCE

- 2011 *Consultant, Senior Analyst*
ChoiceStream Inc, Cambridge, MA
- 2003 - 2004 *Systems Analyst*
Ticketmaster, Los Angeles, CA
- 2000 – 2004 *Co-Founder*
Intergrafx, Cambridge, MA; Pasadena, CA; Taipei, Taiwan

RESEARCH AND SCHOLARLY ACTIVITIES

1. Research Interests

- Social Networks, Digital Media, E-commerce
- Product Diffusion, Word-of-Mouth, Consumer Behavior, Game Theory
- Big Data, Markov Chain Monte Carlo methods, econometrics, numerical methods

2. Papers Under Review

- “The Evolution of Endogenous Influence,” with David Godes)
Marketing Science
- “Evolution of Strategic Friendship Networks: A Natural Experiment from Hurricane Ike,” with Xueming Luo
Management Science

3. Working Papers

- “Do Pepsi Drinks Talk about Sleepwalker? The Effects of Self-Presentation and Conformity in Competing Word-of-Mouth,” with Qing Chen and Khim Yong Goh
- “Do Privacy Controls Increase the Openness of Online Social Network Users: Analysis of Information Disclosure Behaviour Through a Natural Experiment,” with Huseyin Cavusoglu, Hasan Cavusoglu, and Edoardo Airoldi
- “Examining the Timing Effect of Information Diffusion on Social Media Platforms: A Temporal Networks Approach,” with Qingliang Wang and Khim Yong Goh
- Treasure Hunt: A Field Experiment on Social Learning,” with Markus Mobius, Adam Sziedl
- “Respodent-Driven Samling in Large Social Networks,” with Edoardo Airoldi

4. Conference Presentations and Invited Talks

- “Do Pepsi Drinks Talk about Sleepwalker? The Effects of Self-Presentation and Conformity in Competing Word-of-Mouth”
 - i. *International Conference on Information System (ICIS, December 2012), Orlando, FL, USA*
- “Do Privacy Controls Increase the Openness of Online Social Network Users: Analysis of Information Disclosure Behavior Through a Natural Experiment,”
 - i. *Workshop on Information Systems and Economics (WISE, December 2012), Orlando, FL, USA*
- “The Evolution of Endogenous Influence”
 - i. *CKGSB Marketing Research Forum (June 2012), Beijing, China*

- ii. *Complexity in Business Conference* (Nov. 2010), Washington, DC.
 - iii. *ITA Software* (Aug. 2010), Cambridge, MA.
- “Treasure Hunt: A Field Experiment on Social Learning”
 - i. *Workshops on Information Systems and Economics* (Dec. 2010), St. Louis, MO, USA
 - ii. *Society for Economic Dynamics* (July 2010), Montreal, Canada.
 - iii. *Public Economic Theory Annual Conference* (June 2009), Galway, Ireland.
 - iv. *INFORMS Annual Meeting* (Oct. 2008), Washington, DC.
- 5. Ad-hoc Reviewer for:
 - Information Systems Research (ISR)
 - International Conference on Information Systems (ICIS 2012)
 - ACM Transactions
 - Annals of Applied Statistics
 - Pacific Asia Conference on Information Systems (PACIS 2012)
- 6. Fellowships, Awards, and Honors
 - 2005 – 2010, Harvard Business School Graduate Student Fellowship
 - 2002, Built world’s smallest webserver with Ethernet
 - 2002, Winner of MIT Mobile Autonomous Systems Laboratory (MASLAB) Robot Competition
- 7. Research Interests: Social networks, Big Data, econometrics, business analytics, consumer behavior

TEACHING

- Fall 2012: **NUS**, IS5126, Hands-on with Business Analytics
- Spring 2012: **NUS**, IS3222, IT&CRM
- Spring 2008: **Harvard University**, Advanced Game Theory (teaching fellow, undergrad)