# Jujun Huang

updated September. 2024

Binghamton University, SUNY
School of Management
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| EDUCATION | **Stevens Institute of Technology** | Hoboken, NJ |
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Ph.D. in Business Administration
Information Systems & Analytics Concentration
Dissertation: *More than Words: Mining Managerial Disclosures for Hidden Cues*

M.S. in Business Intelligence & Analytics
Data Science Concentration

| | **Shanghai University of International Business and Economics** | Shanghai, China |
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B.B.A.

| ACADEMIC APPOINTMENT | Assistant Professor, Binghamton University, SUNY | Aug. 2024 - Present |
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**RESEARCH**

Design Science
*Research Method*: Natural Language Processing, Deep Learning
*Applied Area*: FinTech, Social Media Analytics

**PUBLICATION**

*Published Paper*

Liu R., Huang J., Zhang Z. (2022). Tracking Disclosure Change Trajectories for Financial Fraud Detection, *Production and Operations Management*.
Doi: 10.1111/poms.13888

*Working Papers*

Huang J., Liu R., Wu Y., Henry E., and Yang W. More than Words: Quantifying Skepticism toward Firm's Fundamentals, finalizing submission to *Contemporary Accounting Research*.

Wilkenfeld J. N., Yan B., Huang J., Luo G., & Alga K. AI in Love with You: Linguistic Convergence in Human-Chatbot Relationship Development, in preparation for submission to *Journal of Computer-Mediated Communication*.

*Peer-reviewed Conference & Workshop Papers*

Huang J., Liu R., Wu Y., and Yang W. (2022). More than Words: Quantifying Colloquial Skepticism toward Firm's Fundamentals, *Financial Management Association (FMA) Annual Meeting*. 2022.

Wilkenfeld J. N., Yan B., Huang J., Luo G., & Alga K. (2022). AI in Love with You: Linguistic Convergence in Human-Chatbot Relationship Development, Academy *of Management (AOM) Proceedings*. 2022.

Huang J., Liu R. (2021). Leveraging Disclosure Change Trajectories to Detect Financial Frauds, *Workshop on Information Technology and Systems (WITS).2021*. (**Best Student Paper Award**).

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| HONOR &<br>AWARD | Best Student Paper Award in Workshop on Information Technology and Systems (WITS)        Dec. 2021 |
| | Graduate Assistantship in Stevens Institute of Technology        2019 – Present |
| | Master's Fellowship, Stevens Institute of Technology        2016 |

PRESENTATION   More than Words: Quantifying Colloquial Skepticism Toward Firm's Fundamentals
*Financial Management Association (FMA) Annual Meeting*

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| Atlanta, GA | Oct. 2022 |
| Texas State University, San Marcos, TX | Apr. 2023 |
| Baruch College, CUNY, New York City, NY | May 2023 |
| University of Massachusetts - Boston, Boston, MA | June 2023 |

AI Love with You: Linguistic Convergence in Human-Chatbot Relationship Development
*Academy of Management (AOM) Annual Meeting*

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| Seattle, WA | Aug. 2022 |

Leveraging Disclosure Change Trajectories to Detect Financial Frauds
*Workshop on Information Technology and Systems (WITS)*

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| Austin, TX | Dec. 2021 |

TEACHING
EXPERIENCE

**Instructor, Stevens Institute of Technology**

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| Business Intelligence and Data Integration, MIS-634 | 2022 / 2023 / 2024-Spring |
| *Master core course* | *Teaching Evaluation:4.0 / 5.0* |

- Taught weakly lectures about business intelligence and relational/ non-relational databases (ER modeling, dimensional modeling, ETL, data visualization, etc.)
- Provided tutorials about the operation of database and data analysis tools, such as Erwin, Alteryx, MongoDB, Tableau
- Designed course materials, in-class exercises, and homework

**Teaching Assistant, Stevens Institute of Technology**

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| Web Mining, BIA-660 | 2021 |

*Master core course*

- Assisted 150+ students to learn and understand Python programming, natural language processing, text classification, text clustering, topic modeling, and sentiment analysis

SERVICE   **Journal and Conference Review**

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| International Conference on Information Systems (ICIS) | 2024 |
| Workshop on Information Technology and Systems (WIST) | 2023 |
| Conference on Information Systems and Technology (CIST) | 2023 |
| Machine Learning with Applications | 2023 |
| Machine Learning with Applications | 2022 |
| INFORMS Workshop on Data Science | 2022 |
| IEEE International Conference on Services Computing | 2021 |

NON-ACADEMIC   **Data Science Intern, United Nations**
EXPERIENCE

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| New York City, New York | Mar. 2018 – Sep. 2018 |

- Applied advanced natural language processing techniques to process text data
- Built models by combining several algorithms (SVM, XGBoost, etc.)
- Provided artificial intelligence solution to textual classification for the UN's website

**Marketing Researcher, InsightWorks Ltd.**

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| Shanghai, CN | Jan. 2015 – May 2016 |

- Advised clients, including L'Oréal & Unilever, on product research and development
- Conducted research projects, including questionnaire design, fieldwork, and data analyzing

- Analyzed consumer datasets with SQL and Excel to identify areas of improvement, or develop solutions
- Wrote reports for product improvement, marketing strategy, and new product launches

SKILL  **Analytics Tools**: Python (PyTorch, Tensorflow, Scikit–Learn), STATA, Alteryx, SAS
**Visualization:** Tableau, Qlik Sense, Python, Power BI
**Database:** MongoDB, SQL