# LIN Shan

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## Education

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|---|---|
| **Singapore Management University** | **Singapore** |
| Ph.D. in Marketing | In progress |
| **Southern University of Science and Technology (QS ranking:226)** | **China** |
| GPA:3.23/4 | |
| MPhil in Business Intelligence and Big Data management (Concentration: marketing) | 2020-2022 |
| **Sichuan Agriculture University (211)** | **China** |
| GPA: 91.1/100 | |
| BBA in Financial Management | 2016-2020 |

## Working Papers

1. Li, Y. J., **Lin, S.**, Gong, H.*, & Janiszewski, C. (2nd round R&R at Journal of Consumer Psychology). Time is shrinking from the eye of AI: Algorithm recommender increases impatience.

2. **Lin, S.**, Li, Y. J.* & Gong, H. (under review at current psychology). Risk for others? Self-Other Risk Preference Discrepancies in Healthcare Decisions

3. Li, Y. J., **Lin, S.** *, & Wang, X. (ready to submit). How a Shock Affects Information Disclosure and Cost of Capital: Taking Baoshang Bank Bankruptcy as an Example

## Research Experience

### AI & Humans Program

*Experiment & Machine learning*                                                    08/2021 – 06/2022

- Original research paper titled "Time is shrinking from the eye of AI: Algorithm recommender increases impatience";
- Undertook a comprehensive literature review examining the broader effects of algorithms on human behavior
- Designed and executed a series of **experiments** to assess consumer decision-making variations based on recommendation agents (AI vs. human);
- Responsible for data analysis;
- Utilized Python to complete **text analysis (word2vec)** to identify human perceptions on AI;
- Conducted numerous types of studies in this research (pretests, field studies using big data, main effect, mechanism, moderation, mediation, boundary conditions).

### Self-other Differences in Health decisions Program

*Experiment*                                                                       12/2020 – 07/2021

- Initiated and conducted exhaustive research on discerning differences in health decision-making between personal and external perspectives;
- Constructed theoretical foundations backed by an in-depth literature review emphasizing self-other differentiations;
- Conceived, designed, and executed experiments, collecting data through platforms like mTurk, Prolific, and Credamo;
- Steered data analysis, results interpretation, and drew conclusions, which culminated in the manuscript draft titled "Risk for others? Self-Other Risk Preference Discrepancies in Healthcare Decisions".

## Text analysis & Information disclosure Program

*Machine learning & Empirical analysis*                                                 06/2021 – 04/2022

- Deployed Python for meticulous **web scraping**, ensuring accurate extraction of website text data;
- Randomly drew **1,500 answers** from firms' management and manually labeled them with emotional tags;
- Executed Machine learning (**Naive Bayes**) to acquire the possibilities of words belonging to different types of sentiment; extracted the top 3% of possible words to construct the sentiment dictionary, analyzed other answers by this dictionary, then acquired disclosure variables;
- Concluded a master's thesis integrating Stata, employing **DID** and **PSM-DID** models to gauge relations between data disclosure and capital costs.

## Research Assistant Experience

### Marketing & Decision making (Southern University of Science and Technology)

*Experiment & Empirical analysis*                                                 07/2022 – now

- Assist Dr. Yuanyuan (Jamie) Li (https://www.sustech.edu.cn/en/faculties/liyuanyuan.html )& Dr.Shaobo (Kevin) Li (https://www.sustech.edu.cn/en/faculties/lishaobo.html ) on formulating research materials and mapping out detailed research plans;
- Engaged in grant application processes actively;
- Spearheaded experimental designs, supervised data collection phases, and oversaw the documentation of research findings.

### Finance & Empirical Analysis (Australia National University)

*Empirical analysis*                                                 03/2020 – 08/2020

- Assisted Dr. Kun Li (https://cbe.anu.edu.au/about/staff-directory/dr-kun-li) to search for and use data processing methods and model construction in the literature;
- Conducted thorough literature review, extracted key information, wrote the paper literature review, and made research plan;
- Matched data, analyzed it using Stata, and constructed model to test for significance;
- Implemented web crawler to acquire data and download relavent documents.

## Teaching Assistant Experience

### Consumer Behavior                                                 09/2020 – 01/2021

- Aided the principal lecturer in delivering detailed lectures on topics spanning branding, emotional triggers, attitudinal shifts, etc.;
- Established and maintained a seamless communication channel between students and faculty;
- Absorbed sufficient knowledge about consumer behavior and learned about the framework of consumer behavior, which guided my subsequent research.

### Marketing Research Methods                                                 02/2021 – 07/2021

- Played a pivotal role in assisting course delivery on intricate topics like data sourcing, survey methodologies, analytical software, and more;
- Evaluated student presentations, offered constructive feedback, and fielded research-related inquiries;
- Learned about research methods, and how to design experiments, analyze data and write conclusions to guide my subsequent research.

## Additional Skills

**Analysis skills**: Stata, R, SPSS, Python

**English skill**s: TOEFL (93) GRE (329)