

HELEN SHUXUAN ZENG

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ACADEMIC APPOINTMENT

UNIVERSITY OF CALIFORNIA, DAVIS

Assistant Professor, Graduate School of Management

Davis, CA

July 2024

EDUCATION

CARNEGIE MELLON UNIVERSITY

Ph.D., Information Systems & Management

Pittsburgh, PA

2024

Thesis: *Sound of Freedom Trilogy: Responding to the Rise in Human Sex Trafficking Facilitated by Digital Platforms*

Received the 2024 William W. Cooper Doctoral Dissertation Award in Management or Management Science

Committee: Michael D. Smith (Chair), Brett Danaher, George H. Chen, Daniel S. Nagin

COLUMBIA UNIVERSITY

M.A., Quantitative Methods in the Social Sciences

New York, NY

2018

THE UNIVERSITY OF HONG KONG

BSc, Statistics & Mathematics, magna cum laude

Hong Kong

2016

HONORS AND AWARDS

William W. Cooper Doctoral Dissertation Award, Carnegie Mellon University, May 2024

Best Paper Award Runner-up, the 13th International Conference on Social Informatics, October 2022

CMU Graduate Student Assembly/Provost Conference Funding, October 2022

NBER's Innovation Research Boot Camp (IRBC) Fellow, July 2022

George Duncan Award for Excellence in Doctoral Studies for the Second Research Paper, Carnegie Mellon University, May 2022

K&L Gates Presidential Fellow, Carnegie Mellon University, August 2020

Suresh Konda Memorial Award for Best First Paper, Carnegie Mellon University, May 2020

Heinz College PhD Fellowship, Carnegie Mellon University, 2018

HKU CEDARS Student Services Awards, the University of Hong Kong, 2016

CV Starr Scholarship, the University of Hong Kong, 2014

PUBLICATIONS

"Internet Governance Through Site Shutdowns: the Impact of Shutting Down Two Major Commercial Sex Advertising Sites" [Link]

Helen S. Zeng, Brett Danaher and Michael D. Smith

Management Science 2022 68(11):8234-8248.

Suresh Konda Memorial Award for Best First Paper, Carnegie Mellon University, 2020

"Linguistic and News-Sharing Polarization During the 2019 South American Protests" [SpringerLink]

Ramon Villa-Cox, Helen S. Zeng, Ashiqur R. KhudaBukhsh and Kathleen M. Carley

Social Informatics. SocInfo 2022. Lecture Notes in Computer Science, Vol 13618. Springer, Cham.

Runner-up, Best Paper Award at the 13th International Conference on Social Informatics, 2022

WORKING PAPERS

"How Online Markets Expand the Reach of Offline Harms: The Case of Craigslist Erotic Services Section"

Helen S. Zeng, Brett Danaher and Michael D. Smith

Revising for Resubmission at *Management Science*

"Operational Decision-making Around Movie Piracy & Theatrical Release"

Helen S. Zeng, Yan Huang, Gordon Burtch and Michael D. Smith

Major Revision at *Manufacturing and Service Operations Management*

George Duncan Award for Excellence in Doctoral Studies for the Second Research Paper, Carnegie Mellon University, May 2022

"Can Platform Accountability Reduce Sex Trafficking? Evidence from the Price Effect"

Helen S. Zeng, George H. Chen, Brett Danaher and Michael D. Smith

PAPERS IN CONFERENCE PROGRAMS

Helen S. Zeng, George H. Chen, Brett Danaher, Michael D. Smith. 2024. Can Platform Accountability Reduce Sex Trafficking? Evidence from the Price Effect. *National Bureau of Economic Research (NBER) Summer Institute, Digital Economics and Artificial Intelligence*, Cambridge, Massachusetts, July 17-19.

Helen S. Zeng, Brett Danaher, Michael D. Smith. 2024. How Online Markets Expand the Reach of Offline Harms: The Case of Craigslist Erotic Services Section. *Twentieth Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*, Lisbon, Portugal, June 19-21.*

Helen S. Zeng, George H. Chen, Brett Danaher, Michael D. Smith. 2023. Can Platform Accountability Reduce Sex Trafficking? Evidence from the Price Effect. *2023 Workshop on Information Systems and Economics (WISE)*, Hyderabad, India, December 13-15.

Helen S. Zeng, George H. Chen, Brett Danaher, Michael D. Smith. 2023. Can Platform Accountability Reduce Sex Trafficking? Evidence from the Price Effect. *2023 Conference on Information Systems and Technology (CIST)*, Phoenix, Arizona, October 14-15.

Helen S. Zeng, Brett Danaher, Michael D. Smith. 2023. How Online Markets Expand the Reach of Offline Harms: The Case of Craigslist Erotic Services Section. *Platform Strategy Research Symposium, PhD Consortium*, Questrom School of Business, Boston University, Boston, Massachusetts, July 18-19th.

Ramon Villa-Cox, Helen S. Zeng, Ashiqur R. KhudaBukhsh, Kathleen M. Carley. 2022. Exploring Polarization of Users Behavior on Twitter During the 2019 South American Protests. *13th International Conference, SocInfo 2022*, Glasgow, Scotland, UK, October 19-21.*

Helen S. Zeng, Brett Danaher, Michael D. Smith. 2022. Human Trafficking and Internet Governance: Measuring the Effect of the FOSTA-SESTA Law. *2022 INFORMS Annual Meetings, New Technologies and Platforms Track*, Indianapolis, Indiana, October 16-19.

Helen S. Zeng, Yan Huang, Gordon Burtch, Michael D. Smith. 2022. The Where, When, and Why of Movie Piracy - A Structural Model of Movie Piracy vs. Legal (in-Theater) Consumption. *2022 Conference on Information Systems and Technology (CIST)*, Indiana University-Purdue University, Indianapolis, Indiana, October 15-16.

Helen S. Zeng, Brett Danaher, Michael D. Smith. 2022. Internet Governance Through Site Shutdowns: the Impact of Shutting Down Two Major Commercial Sex Advertising Sites. *2022 Trust and Safety Research Conference*,

Stanford University, Stanford, California, September 29-30.

Helen S. Zeng, Brett Danaher, Michael D. Smith. 2022. Internet Governance Through Site Shutdowns: the Impact of Shutting Down Two Major Commercial Sex Advertising Sites. *2022 Platform Strategy Research Symposium*, Questrom School of Business, Boston University, Boston, Massachusetts, July 19.

Helen S. Zeng, Brett Danaher, Michael D. Smith. 2021. Internet Governance Through Site Shutdowns: the Impact of Shutting Down Two Major Commercial Sex Advertising Sites. *2021 Conference on Information Systems and Technology (CIST)*, Newport Beach, California, October 23 & 24.*

Ramon Villa-Cox, Helen S. Zeng, Ashiqur R. KhudaBukhsh, Kathleen M. Carley. 2021. Exploring Polarization of Users Behavior on Twitter During the 2019 South American Protests. *7th International Conference on Computational Social Science (IC2S2)*, ETH Zurich, Switzerland, July 27-31.

Helen S. Zeng, Brett Danaher, Michael D. Smith. 2021. Internet Governance Through Site Shutdowns: the Impact of Shutting Down Two Major Commercial Sex Advertising Sites. *National Bureau of Economic Research (NBER) Summer Institute, Economics of IT and Digitization Workshop*, Cambridge, Massachusetts, July 22-23.

Helen S. Zeng, Brett Danaher, Michael D. Smith. 2021. Internet Governance Through Site Shutdowns: the Impact of Shutting Down Two Major Commercial Sex Advertising Sites. *The National Center on Sexual Exploitation, Coalition to End Sexual Exploitation Online Global Summit*, virtual, July 20-24.

Helen S. Zeng, Brett Danaher, Michael D. Smith. 2020. Internet Governance Through Site Shutdowns: Measuring the Effect of the FOSTA-SESTA Anti-Tracking Law. *2020 Workshop on Information Systems and Economics (WISE)*, virtual, December 16-19.

Helen S. Zeng, Brett Danaher, Michael D. Smith. 2020. Unintended Harms or Reduction in Trafficking? Measuring the Impact of US' Anti Sex Trafficking Law FOSTA-SESTA. *IBM Corporate Social Responsibility, the Traffik Analysis Hub Global Analysts Meeting*, virtual, July 17th.

Helen S. Zeng, Brett Danaher, Michael D. Smith. 2020. Does Shutting Down Internet Advertising Portals for Prostitution Affect Violence Towards Women? *Sixteenth Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*, virtual, June 18-20.

Helen S. Zeng, Brett Danaher, Michael D. Smith. 2019. Fighting Sex Trafficking in the Digital Age: Analyzing the Impact of FOSTA/SESTA. *Center for the Protection of Intellectual Property, Copyright Research Symposium: Safe Harbors and Private Ordering in the Creative Industries*, Arlington, Virginia, October 18.*

* indicates a presentation by a co-author.

INVITED TALKS & SEMINARS

Columbia Business School, DRO Division	Jan 2024
UC Davis, Graduate School of Management	Dec 2023
University of Southern California, Marshall School of Business, DSO Department	Nov 2023
Georgia Institute of Technology, Scheller College of Business, ISM Department	Nov 2023
New York University, Stern School of Business, TOPS Department	Nov 2023
Carnegie Mellon University, K&L Gates Conference in Ethics and AI	Jun 2023

INVITED WORKSHOPS & CONFERENCE PARTICIPATION

2024: NBER Digital Economics and Artificial Intelligence

2023: NBER Workshop of Digital Economics, NBER Digitization Tutorial, NBER Economic Analysis of Regulation

2022: NBER Tutorial on the Economics of Privacy, NBER Innovation Research Boot Camp, NBER Summer Institute Economics of Information Technology and Digitization Workshop, NBER Summer Institute Innovation Workshop

2021: NBER Digitization Tutorial, NBER Summer Institute IT and Digitization Workshop

TEACHING

CARNEGIE MELLON UNIVERSITY

Pittsburgh, PA

Guest Lecturer

Digital Transformation (by Michael D. Smith)

Fall 2020 - 2023

Recitation Instructor

Ph.D. Microeconomics (PhD Core) (by Brian K. Kovak)

Fall 2021

Teaching Assistant

Digital Transformation (by Michael D. Smith)

Fall 2019 - 2023

Statistics for IT Managers (by Daniel Nagin)

Fall 2020, 2022, 2023

Managing Disruptive Technologies (by Ananya Sen)

Spring 2022-2023

Managing Disruption in Media and Entertainment (by Michael D. Smith)

Spring 2020 - 2023

COLUMBIA UNIVERSITY

New York, NY

Capstone Project Course

Summer 2017

(core course for Masters of Applied Analytics Program, Masters of Actuarial Sciences Program, mentored master students on capstone projects)

SERVICES

Ad-hoc Reviewer: Information Systems Research, Management Science

Program Committee & Referee: Conference on Information Systems and Technology (CIST), 2021 - 2024; International Conference on Information Systems (ICIS), 2020 - 2023

Last Updated: Aug 2024