Hao Hu

CONTACT INFORMATION

800 West Peachtree, NW
Atlanta, Georgia 30308

Cell: (470) 398-6690
E-mail: haohu@gatech.edu

EDUCATION

Georgia Institute of Technology, Scheller College of Business, Atlanta, US

Ph.D, Information Technology Management, Aug 2018 - Present

Fudan University, School of Management, Shanghai, China

B.A., Statistics, July 2018

RESEARCH INTERESTS

I am interested in economics of information systems, platforms, data privacy, algorithmic bias, blockchain, and applying AI technologies in economics questions.

CONFERENCE PRESENTATION

INFORMS Seattle, WA, Oct. 20-23, 2019 – H. Hu, Y. Dou, M. F. Niculescu, and D.J. Wu, *Commercializing Software Applications Under Perpetual Licensing: Is Seeding Still Relevant in the Age of Time-Limited Freemium?* – presented by H. Hu

Conference on Information Systems and Technology (CIST), Seattle, WA, Oct. 19-20, 2019 – H. Hao, Y. Dou, M. F. Niculescu, and D.J. Wu, *Score High with a Free Kick: Seeding vs. Time-Limited Freemium as Catalysts for the Adoption of Software* – presented by H. Hu

WORKING PAPER

H. Hu, Y. Dou, M. F. Niculescu, and D.J. Wu, Score High with a Free Kick: Seeding vs. Time-Limited Freemium as Catalysts for the Adoption of Software

Abstract: In the markets for single-version software, the myriad of available applications makes it rather difficult for the average app to stand out and be noticed by the consumers. While word-of-mouth effects and advertising help developers gain visibility for their products, jumpstarting and propagating adoption prior to product obsolescence is non-trivial. In many cases, relying solely on paid adoption may result in sub-optimal outcomes. We explore two very popular strategies through which the developers can catalyze adoption by helping consumers directly or indirectly learn the value of the product - seeding (free full-feature product giveaway to a subset of the consumer base) and time-limited-freemium (TLF, otherwise referred to as free trials - allow all the consumers to try the full-feature product for free for a limited period of time). In this study, we aim to provide managerial recommendations on when each of these strategies with a free-full-feature-consumption component is optimal, based on social learning and self-learning dynamics, pre-adoption consumer valuation perceptions, adoption costs, and individual product value depreciation.

H. Hu and Yifan Dou, Visiting Depth Based Ranking Algorithm

Abstract: This paper develops a new ranking algorithm to solve inaccurate ranking created by incompleteness visiting behavior. Based on Causal Inference, visiting depth performs a significant contribution to retention rate of users. Thus, visiting depth cannot be ignored

in ranking algorithm. Compared with page rank which is used by google search engine, our new ranking algorithm – usage rank performs better in the first ten works on the ranking list. And usage rank shows significant performance as it ranks the "Fake Comic Series" much lower than page rank and scoring rule. Therefore, it provides an efficient method to identify the work that will have a negative effect on users' loyalty. Also, it improves the accuracy of predicted ranking list in the near future, which could help company to make purchase decision on copyright.

Professional Service

- International Conference on Information Systems (ICIS)
- Conference on Information Systems and Technology (CIST)
- Electronic Commerce Research

Selected Phd coursework

Course	
Microeconomics 1	Microeconomics 2
Econometrics 1	Econometrics 2
Game Theory	Seminars in Information Systems
Machine Learning	Deep Learning
Stochastic Processes	Non-parametric Statistics
Simulation	Principles of Programming