Junlan HE

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Education

Bocconi University 2026 - 2031(Expected)
PhD in Marketing *Milan, Italy*

National University of Singapore (NUS) 2024 - 2026
Master of Economics *Singapore*

Shanghai University of Finance and Economics (SUFE) 2020 - 2024
Bachelor of Management (Honour Degree), Major in Business Analytics *Shanghai, China*

Fudan University 2021 - 2023
Minor in Law *Shanghai, China*

Research Profile

Graduate Study and Academic Training: I am a first-year PhD student in Marketing at Bocconi University, with an expected completion in 2031. My doctoral training covers *Microeconomics for Business Research*, *Marketing Modeling*, *Experimental Methods*, and *Empirical Approaches to Marketing Research*. Prior to joining Bocconi, I earned a Master of Economics from the National University of Singapore (2024-2026), where I studied *Microeconomics*, *Macroeconomics*, *Quantitative Methods*, and *Computational Economics*, supplemented by PhD-level coursework and auditing in *Microeconomic Theory*, *Econometrics*, and *Game Theory*.This interdisciplinary training provides a foundation in economic theory, causal inference, and empirical research methods.

Research Interests

Substantive: Online Platforms, Social Media, User-Generated Content, Digital Marketing, GenAI

Methodological: Machine Learning, Causal Inference, Natural Language Processing, Deep Learning, LLM

My research lies at the intersection of digital economics, quantitative marketing, and artificial intelligence. I am particularly interested in how technological innovations reshape the costs and incentives of information production and social interaction, and how these changes influence individual behavior and economic outcomes.
My current research explores how low-friction social feedback features on digital platforms affect user participation, information quality, and consumer engagement.Building on my previous work on generative AI and research productivity, as well as AI-related skill demand and labor market outcomes, I aim to understand how emerging technologies transform the production, dissemination, and economic value of information.

Professional Experience

HKU Faculty of Business and Economics 2025 - 2026
Full-time Research Assistant *Hong Kong SAR, China*

Research Experiences

Low-Friction Social Feedback: Evidence from Music Streaming Platforms Sept 2026 - Present
Research in Progress, supervised by Prof. Maximilian Beichert and Andreas Lanz *Milan, Italy*

- Investigating how platform-designed functions lower the cost of social expression and affect user participation and the production of user-generated content.
- Exploring whether standardized new functions crowd out original comments, creating a trade-off between the quantity, diversity, and informational value of consumer feedback.
- Assessing potential empirical designs using platform behavioral data, including staggered feature rollouts or randomized experiments, to identify effects on engagement and downstream listening behavior.

Short-Term Effects of Generative AI on Productivity: Evidence from Online Preprints Nov 2023 - Jul 2025

Research Assistant, supervised by Prof. Mengxia Zhang *Remote*

- Developed and deployed Python-based web crawlers to scrape metadata of SSRN preprints (360,000 records), analyzed metadata using API and consolidated multi-source datasets for empirical analysis.
- Conducted descriptive analyses of preprint trends; engineered measures of readability, lexical diversity, and semantic similarity using NLP methods; applied AI-detection models to construct quality and productivity indicators including downloads, citations, and generative content probabilities.
- Estimated DiD and event study regressions to assess ChatGPT's effects on preprint output and quality, and conducted heterogeneity analyses across disciplines, preprint characteristics, and researcher demographics.

AI Skill Demand and Salary: Evidence from Large-Scale Online Recruitment Data Dec 2023 - May 2024

Bachelor Thesis, supervised by Prof. Qi Sun *Shanghai, China*

- Investigated the relationship between AI-related occupational exposure, skill complementarity, and advertised wages using large-scale online job posting data from China.
- Constructed AI exposure measures (AIOE and CAIOE) and applied NLP techniques and multivariate regressions to examine heterogeneous associations across industries, occupations, and educational requirements.

Honours & Awards

- PhD Fellowship, 2026, Bocconi University
- Bachelor Honor Degree, 2024, Shanghai University of Finance and Economics
- Social Practice Scholarship, 2022, Shanghai University of Finance and Economics
- Excellent League Cadres, 2022, Shanghai University of Finance and Economics

Skills & Interests

- Language: Mandarin(Native); English(Fluent, IELTS: 7.5, GRE Verbal: 160, Quant: 170)
- Computer skills: Python; Stata; R; SQL; LaTeX
- Interests: Chinese calligraphy; Guitar and ukulele; Photography