

# Xuhang (Shawn) Fan

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## Education

<b>University of Toronto</b> , Toronto, Canada	
Ph.D. in Marketing	2024/09 – Present
<b>Duke University</b> , Durham, United States	
M.A. in Economics	2022/09 – 2024/06
<b>Zhejiang University</b> , Hangzhou, China	
BEcon in Economics	2018/09 – 2022/06

## Research Interests

Mobile Technology, Field Experiment, Applied Microeconomics, Behavioral Economics

## Research

**Not So Timely: Push-Notification Timing and User Engagement**  
with Prof. Zachary Zhong, Prof. Xinlong Li, and Sihan Li  
Submitted to *Management Science*; SSRN

## Teaching Experience

<b>University of Toronto</b>	
<i>Teaching Assistant</i> , Pricing	Fall 2024
<i>Teaching Assistant</i> , Principles of Marketing	Winter 2025
<i>Teaching Assistant</i> , Pricing	Fall 2025

## Work Experience

<b>Duke University, Department of Economics</b>	
<i>Research Assistant</i> for Prof. Pëllumb Reshidi	2023/06 – 2024/04
<b>New York University Shanghai, Goals, Incentives, and Meritocracy Lab</b>	
<i>Research Assistant</i> for Prof. Julia Hur	2022/06 – 2024/04

## Awards

<b>Duke University</b>	
Dean's Research Award	
M.A. Merit Scholar (2022 Fall)	
M.A. Merit Scholar (2023 Summer)	
<b>Zhejiang University</b>	
2019-2020 University Scholarships	
2020-2021 University Scholarships	