

# HELEN SHUXUAN ZENG

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## EDUCATION

### CARNEGIE MELLON UNIVERSITY

Ph.D., Information Systems & Management

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

Pittsburgh, PA  
2024 (expected)

### 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

Global Association of Human Trafficking Scholar (GAHTS) Member, November 2022

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

Under review

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

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

Under review

"Holding Digital Platforms Accountable for Online Child Trafficking? Evidence from Two Escort Review Sites"

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. 2023. Holding Digital Platforms Accountable for Online Child Trafficking? Evidence from Two Escort Review Sites. *2023 Conference on Information Systems and Technology (CIST)*, Phoenix, Arizona, October 14-15 (scheduled).

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, 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)*, 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*, 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)*, 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.

## INVITED WORKSHOPS & CONFERENCE PARTICIPATION

**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 Lecture

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

Program Committee & Referee:

Conference on Information Systems and Technology (CIST), 2021 - 2023

International Conference on Information Systems (ICIS), 2020 - 2023

## REFERENCES

### **Michael D. Smith**

J. Erik Jonsson Professor of Information  
Technology and Marketing  
Heinz College, Carnegie Mellon University  
Email: mds@cmu.edu

### **George H. Chen**

Assistant Professor of Information Systems, Heinz College  
Affiliated Faculty, Machine Learning Department  
Carnegie Mellon University  
Email: georgechen@cmu.edu

### **Brett Danaher**

Associate Professor of Economic  
and Management Science  
The George L. Argyros School of Business  
and Economics, Chapman University  
Email: danaher@chapman.edu

### **Daniel S. Nagin**

Teresa And H. John Heinz III University Professor  
Of Public Policy And Statistics  
Heinz College, Carnegie Mellon University  
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