

# **Shu He**

**Assistant Professor at University of Florida**

Gainesville, FL, US

Shu He researches information systems and the impact of emerging technologies on firm strategy, consumer behavior and societal implications.

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## **Biography**

Shu He's research seeks to understand the economics of information systems, with an emphasis on the impact of emerging technologies on firms and society using econometric analysis, machine learning techniques and randomized field experiment tools. Shu's current research interests focus on social media, digital platforms and the societal implication of IT.

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## **Areas of Expertise**

Digital Platforms, E-Commerce Strategy, Information Security, Social Media Analytics

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