

Yacheng Sun

(Updated September, 2016)

CONTACT INFORMATION

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EMPLOYMENT

- Assistant Professor of Marketing, University of Colorado at Boulder, 2008 - current

EDUCATION

- PhD, Marketing, Kelley School of Business, Indiana University, 2008
- MA, Marketing, Kelley School of Business, Indiana University, 2006
- MA, Economics, Department of Economics, Indiana University, 2003
- BS, Economics, Huazhong University of Science and Technology, China, 2001

RESEARCH INTERESTS

- Empirical and analytical modelling of consumer decision and firm strategies (pricing, promotion, product design & new product development). Behavioural Intervention.
- Substantive Issues: Online continuous Subscription Services, Customer Loyalty Programs, Internet Informediary Services, User-generated Contents, Insurance products.
- Methodologies: Choice Models, Dynamic Structural Models, Field Experiments, Game Theory, Machine Learning.

PUBLICATIONS OR ACCEPTED

- Yacheng Sun, Xiaojing Dong and Shelby McIntyre, "Motivation of user-generated content: social connectedness moderates the effects of monetary rewards," forthcoming, *Marketing Science*.
- Yacheng Sun, Shibo Li and Baohong Sun, "An empirical analysis of consumer purchase decisions under bucket-based price discrimination," *Marketing Science* 2015, September/November: 646-668.
- Praveen K. Kopalle, Yacheng Sun, Scott A. Neslin, Baohong Sun and Vanitha Swaminathan, "The joint sales impact of frequency reward and customer tier components of loyalty programs," *Marketing Science* 2012, March/April: 216-235.
- Jiewen Hong and Yacheng Sun, "Warm it up with love: the effect of physical coldness on liking of romance movies," *Journal of Consumer Research* 2012, August: 293-306.

WORKING PAPERS

- Vineet Kumar and Yacheng Sun, "Demand dynamics in the "rental-by-mail" business model," major revision, *Management Science*.
- Yacheng Sun and Dan Zhang, "A model of customer rewards program with finite expiration term," major revision, *Management Science*.
- Atanu R. Sinha and Yacheng Sun, "Online infomediary for one-of-a-kind services," *Working paper*.

SELECTED WORK IN PROGRESS

- Yacheng Sun, Shibo Li and Baohong Sun, “When is the juice worth the squeeze?—an empirical study on optimal structuring of win-back strategy in the presence of customer dynamics.” *Working paper*.
- Yacheng Sun and Dan Zhang, “An analytical and empirical analysis of coalition loyalty program,” Analysis in progress.
- Yacheng Sun and Xiaojing Dong, “Do monetary rewards lead to more and more effective reviews?” preparing for submission to *Journal of Marketing*.
- Yacheng Sun and Vineet Kumar, “Money vs. Efforts as Exclusion Instruments in the Provision of Club Goods – Evidence from an Online Forum,” Analysis in progress.
- Butera et al., “Disentangling Selection vs. Behavioural Intervention Effects of Usage-Based Insurance,” Analysis in progress.
- Michelle Lu, Yacheng Sun and Junlin Du, “Overcoming Consumer Bias as Barrier to Adopting New Technology – the Case of On-board Diagnostic System”, Analysis in progress.

MEDIA MENTIONS OF RESEARCH

- *The Wall Street Journal (US)*
- *Fox News (US)*
- *CBC News (Canada)*
- *The Medill News Service (US)*
- *The Toronto Star (Canada)*
- *The Huffington Post (US)*
- *The Daily Mail (UK)*
- *Times of India (India)*
- *Men’s Health (US)*
- *Psychology Today (US)*

COURSES TAUGHT

- Marketing Research
Spring 2011, Division of Marketing, Leeds School of Business, University of Colorado
Instructor rating: 5.1/6.0
- Pricing Strategies and Channel Management,
Division of Marketing, Leeds School of Business, University of Colorado
2015 Instructor ratings: 5.3/6.0, 5.5/6.0, 5.6/6.0
Nominated for *Frascona Teaching Excellence Award* in 2015.
- PhD Seminar of Empirical Models in Marketing
Division of Marketing, Leeds School of Business, University of Colorado
2015 Instructor rating: 6.0/6.0

**TEACHING
INTERESTS****AT MBA/EMBA
LEVELS**

- Marketing High-Tech Products and Services in China
- New Product Strategy in China
- Theories and Practices of Behavioural Intervention for Consumers and Managers
- Consumer Financial Decision Making
- Quantitative Models of Customer Analytics
- Data and Customer Analytics
- Pricing and Channel of Distribution Strategies
- Digital Marketing Strategies in China

**INVITED
TALKS**

- University of North Carolina at Chapel Hill (Kenan-Flager Business School)
- University of Miami (School of Business Administration)
- University of Virginia (Darden School of Business)
- University of Chicago (Department of Economics), Summer Institute of Field Experiments
- Iowa State University (College of Business)
- Tsinghua University (School of Economics and Management)
- Peking University (Guanghua School of Management)
- Shanghai University of Finance and Economics (School of International Business Administration)
- University of Hong Kong (School of Business)
- National University of Singapore (School of Business)
- Singapore Management School (Lee Kong Chian School of Business)

**SELECTED
CONFERENCE
TALKS**

- “Demand dynamics in the “rental-by-mail” business model,” Marketing Science Conference, 2015, Baltimore.
- “Intrinsic and Extrinsic Incentives of Product Review Provision in Social Shopping Network”, 11th ZEW (Center for European Economic Research) Conference on the Economics of Information, 2013, Mannheim, Germany.
- Intrinsic and Extrinsic Incentives of Product Review Provision in Social Shopping Network”, *INFORMS Marketing Science Institute Conference* 2012, Boston
- “A Dynamic Structural Model of the Impact of Loyalty Programs on Customer Behavior,” *INFORMS Conference* 2009, San Diego
- “A Dynamic Structural Model of the Impact of Loyalty Programs on Customer Behavior,” *Marketing Dynamics Conference* 2009, New York
- “When is the Juice Worth the Squeeze? – An Empirical Study of Optimal Structuring of Win-back Strategy in the Presence of Consumer Dynamics,” *INFORMS Marketing Science Institute Conference* 2007, Singapore
- “Advance Purchases with Consumption Uncertainty: An Empirical Investigation of Consumer Choice under Prepaid Bucket Pricing,” *INFORMS Marketing Science Institute Conference* 2006, Pittsburgh, PA

- “Advance Purchases with Consumption Uncertainty: An Empirical Investigation of Consumer Choice under Prepaid Bucket Pricing,”
INFORMS Marketing Science Institute Conference 2006, Pittsburgh, PA
- “Online Provision of Free-Ridable Information,”
INFORMS Marketing Science Institute Conference 2005, Atlanta, GA

REVIEWING FOR

- *Management Science*,
- *International Journal of Research in Marketing*
- *Journal of Retailing*
- *Sloan Management Review*

SERVICES AT LEEDS SCHOOL OF BUSINESS

- PhD Committee, Marketing Division, CU Boulder
- PhD Committee, Economics Department, CU Boulder
- International Studies Committee
- Faculty Search & Recruiting Committee
- Undergraduate Curriculum Design Committee

CONSULTING SERVICES

- Alibaba.com (阿里巴巴)
 - Improving user experiences for and activity level within a major Gateway App.
- ZhongAn Insurance (众安保险)
 - Design and conduct field experiments that uses different types of rewards (sign-on bonus and driving discounts) to disentangle selection and behaviour intervention effects of usage-based insurance
 - Develop economic model to explain and consumers’ hesitation to install on-board diagnostic systems and use field experiments to validate model predictions.
- Forum of Economics and Management (原人大经济论坛)
 - Analyze the role of money vs. efforts as separate exclusion instruments for the provision of club goods.
- Lezipu (乐子铺)
 - Analyze the effects of monetary rewards on community members’ willingness to contribute user-generated contents.
- Cleanflim.com
 - Improving the pricing and product design of online rental services.
- Tendril Corporation
 - Customer acquisition and behavioural intervention for energy saving.

REFERENCES

Praveen K. Kopalle

Associate Dean for the MBA Program
Signal Companies' Professor of
Management, Professor of Marketing

Tuck School of Business at
Dartmouth

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