



## QIAN SU

E-mail: qian.su@colorado.edu

Phone: +1(313) 744-1690

3100 Marine St., Boulder, CO 80303

### EDUCATION

---

**Leeds School of Business, University of Colorado Boulder** *August. 2024 – Present*  
PhD student, Operations Management.

**Leeds School of Business, University of Colorado Boulder** *Mar. 2022 - May. 2024*  
Visiting research scholar, Operations Management.

**Xidian University**-Shaanxi, China *Sep. 2020 – Jun. 2025*  
Ph.D. Student, Management science and Engineering, GPA: 3.80/4.00.

**Xi'an University of Science and Technology** -Shaanxi, China *Sep. 2016 – Jun. 2020*  
Bachelor, Business Administration, GPA: 4.22/5.00.

**Aletheia University** -Taiwan *Sep. 2017 – Jan. 2018*  
Exchange student, Business Administration, GPA: 3.90/5.00.

### Research Interests

---

Operations management, behavior-based marketing strategy, advertising, Internet marketing.

### PUBLICATION

- 
1. Kai Zhang, Qian Su. Pricing Model of Hybrid E-commerce Platform with Unavailable Third-party Sellers. *Journal of Industrial Engineering and Engineering Management*, 2024(02), 1-13. (in Chinese)

### WORKING PAPERS

- 
2. Qian Su, Xiaoyang Zhou & Chuan He, “To Endorse or Not? The Role of Influencers in Conspicuous Consumption”
    - Reject & Resubmit at *Marketing Science*.
  3. Qian Su, Xiaoyang Zhou & Kai Zhang, “Cause Marketing Strategy in the E-commerce Platform”
    - Under review at *Journal of Industrial Engineering and Engineering Management*. (in Chinese)

### WORK IN PROGRESS

- 
4. “Buying More or Less? A Strategic Analysis of Sustainable Development”, with Chuan He, idea stage.
  5. “Online Point Redemption Under Different Channels”, with Xiaoyang Zhou and Zelong Yi, manuscript writing stage.

### PROJECT EXPERIENCE

- 
1. Key Project of the National Social Science Foundation of China. *Oct. 2022*
    - Research on the risk assessment and response strategies of global supply chain interruption. *Participant*.
    - Contribute to the section on responding strategies.

2. National College Students' Innovation Entrepreneurship Training Program. May. 2018-May. 2019  
 - Study the commercial aspects of the Chinese ethnic roots cultural park. *Team Leader*.  
 - Won the national excellent grade.
3. China College Students "Internet+" Innovation and Entrepreneurship Competition. Jul. 2017  
 - Study on the commercialization of Eucommia powder tea and related products. *Participant*.  
 - Won the provincial gold award.

## **HONORS, AWARDS, & FELLOWSHIPS**

---

- *Graduate Student Academic Scholarship*, Xidian University, 2023, 2022, 2021.
- *Graduate School Innovation Fellowship*, Xidian University, 2021.
- *Commencement Speaker Presenting the Entire Graduating Class*, Xi'an University of Science and Technology, 2020.
- *Outstanding Graduate*, Xi'an University of Science and Technology, 2020.
- *The Second Prize of National English Competition for College Students*, College English Teaching and Research Association of China, 2019.
- *Murata Scholarship for an outstanding student of the Business Administration*, Murata Manufacturing Company, 2020.
- *The First Level Scholarship*, Xi'an University of Science and Technology, 2019.
- *Sichuan Alumni scholarship*, Xi'an University of Science and Technology, 2019.
- *The Best Debater*, Xi'an University of Science and Technology, 2018.

## **CONFERENCES & WORKSHOPS**

---

### **Presenter**

"A Strategic Analysis of Celebrity Endorsement"

- INFORMS Society for Marketing Science, Miami, June 2023.

"Cause Marketing Strategy in the E-commerce Platform"

- POMS International Conference in China, Virtual, June 2022.
- Logistics, Information, Management, and Service Science Doctoral Workshop, Tangshan, July 2021.

### **Participant**

- UTD's 17th Annual Bass FORMS Conference, Dallas, March 2023.
- National Conference on Supply Chain and Operations Management, Virtual, November 2021.
- The 6th Sino-EU Doctoral Summer School for Logistics, Information, Management, and Service Science, Tangshan, July 2021.
- Chinese Management Annual Conference, Chengdu, November 2020.
- 2019 International Conference on Logistics and Supply Chain Management, Beijing, 2019.

## **PROFESSIONAL SERVICE**

---

Session chair for Emerging Topics in Operations Management (ETOM), 2022 POMS International Conference in China.

## **SKILL, LANGUAGE & INTERESTS**

---

Software: MAPLE, MATLAB, PYTHON, LATEX, Visio.

Language: English, Chinese (native).

Interests: Long-distance running, vlogging & blogging (around 1k subscribers in total), photography.