

Yacheng Sun

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CONTACT INFORMATION

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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
- Coursework in Mathematics Department, Indiana University
- 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).
- Substantive Issues: Online continuous Subscription Services; Customer Loyalty Programs; Internet Informediary Services; User-generated Contents.
- Methodologies: Choice Models; Dynamic Structural Models; Stochastic Dynamic Programming. Field Experiments, Game Theory.

PUBLICATIONS

- 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

- Yacheng Sun, Xiaojing Dong and Shelby McIntyre, "Motivation of User-Generated Content: Social Connectedness Moderates the Effects of Monetary Rewards," minor revision requested, *Marketing Science*.
- Vineet Kumar and Yacheng Sun, "Demand dynamics in the "rental-by-mail" business model," revising for resubmission to *Management Science*.
- Yacheng Sun and Dan Zhang, "A model of customer loyalty program with finite expiration term," under review at *Management Science*.

- Atanu R. Sinha and Yacheng Sun, “Market for contacts in one-of-a-kind services,” *Working paper*.
- 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*.

SELECTED WORK IN PROGRESS

- 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, “The effectiveness of social- vs. self- comparison in behavioural intervention,” Analysis in progress.

COURSES TAUGHT

- Marketing Research
Spring 2011, Division of Marketing, Leeds School of Business, University of Colorado
- PhD Seminar of Empirical Models in Marketing
Spring 2010, 2012, 2015, Division of Marketing, Leeds School of Business, University of Colorado
- Pricing Strategies and Channel Management,
Spring 2010, 2011, 2014, Fall 2012, Division of Marketing, Leeds School of Business, University of Colorado
- Introduction to Marketing
Spring 2008, Marketing Department, Kelley School of Business, Indiana University
- Marketing Research
Fall 2006, Marketing Department, Kelley School of Business, Indiana University

CONFERENCE TALKS

- “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 decisions under bucket pricing,” *INFORMS Marketing Science Institute Conference 2006*, Pittsburgh, PA

PROFESSIONAL SERVICES Reviewing for: *Management Science*, *International Journal of Research in Marketing*, *Journal of Retailing*, *Sloan Management Review*.

Member, PhD Committee, Marketing Division, University of Colorado, 2009 - current
Member, International Studies Committee, Leeds School of Business, University of Colorado, 2010 - current

REFERENCES

Baohong Sun

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of Marketing,
Associate Dean of Global Programs

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