

# Yacheng Sun

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## CONTACT INFORMATION

528 Weilun Building  
School of Economics and Management  
Tsinghua University

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## EMPLOYMENT

- Associate Professor (with tenure), School of Economics and Management, Tsinghua University, 2017 - current
- Assistant Professor of Marketing, University of Colorado at Boulder, 2008 – 2017.

## 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

- Substantive issues: Online subscription services, customer reward programs, Internet intermediary services, user-generated contents, social media marketing. In-car marketing with big data.
- Methodologies: dynamic structural models, field experiments, game theory, machine learning.

## REPRESENTATIVE PUBLICATIONS

- Yan Liu, Yacheng Sun and Dan Zhang. “An analysis of buy X, get one free reward programs,” published online at *Operations Research* (UTD journal)
- Vineet Kumar and Yacheng Sun, “Designing pricing strategy for operational and technological transformation,” *Management Science* 2020, 66(6). (UTD journal)
- Yacheng Sun and Dan Zhang, “A model of customer rewards program with finite expiration term,” *Management Science* 2019, 65(8). (UTD journal)
- Yacheng Sun, Xiaojing Dong and Shelby McIntyre, “Motivation of user-generated content: social connectedness moderates the effects of monetary rewards,” *Marketing Science* 2017 May/June . (UTD journal). Received the first prize of the 8th Outstanding Achievement Award for Scientific Research (Humanities and Social Sciences) awarded by the Ministry of Education of the People's Republic of China,
- Yacheng Sun, Shibo Li and Baohong Sun, “An empirical analysis of consumer purchase decisions under bucket-based price discrimination,” *Marketing Science* 2015), September/November. (UTD journal)
- 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. (UTD journal)

- 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. (UTD journal)

## WORKING PAPERS

- "Customer coalition loyalty program," (with Yan Liu and Dan Zhang)。
- Atanu R. Sinha and Yacheng Sun, "Online infomediary for one-of-a-kind services."
- 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."
- "How to Motivate (or Demotivate) User-Generated Content among Connected Consumers" with Xiaojing Dong and Shelby McIntyre.

## MEDIA MENTIONS OF RESEARCH

- *Harvard Business Review*, *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 Strategy (in Chinese). School of Economics and Management, Tsinghua University.
- Marketing Analytics (in Chinese). School of Economics and Management, Tsinghua University.
- Marketing Analytics. School of Economics and Management, Tsinghua University. Course rating by the MBA students: 6.3/7.0
- 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*

## 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)
- Cheung Kong Graduate School of Business
- Renmin University, School of Business
- Shanghai University of Finance and Economics (School of International Business Administration)
- Lanzhou University, School of Business
- Huazhong University of Science and Technology, School of Management
- ZhongShan University, School of Management
- University of Hong Kong (School of Business)
- National University of Singapore (School of Business)
- Singapore Management School (Lee Kong Chian School of Business)
- Wuhan University, School of Management
- Zhejiang University, School of Management

**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

**REVIEWING  
FOR**

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

## ACADEMIC SERVICES

Journal of Marketing Science (《营销科学学报》)

- Editorial Board Member
- Associate Editor

Asia Marketing Journal

- Editorial Board Member

At School of Economics and Management, Tsinghua University

- Academic Director, Master in Management (MiM) Program and Tsinghua-CEMS MiM Program;
- PhD Committee and Faculty Recruiting Committee Member, Marketing Department.
- Research Seminar Coordinator, Marketing Department

At Leeds School of Business, CU Boulder.

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

## REFERENCES

### Baohong Sun

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Professor of Marketing and  
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and Senior Associate Dean

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