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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

EMPLOYMENT

Assistant Professor, Leeds School of Business, University of Colorado, Boulder, 2008 - current

RESEARCH INTEREST

- Empirical modelling of consumer decision and firm strategies (pricing, promotion, product design & new product development).
- Substantive Issues: continuous subscription services; customer loyalty programs; online referral networks; online social shopping networks
- Methodologies: choice models; dynamic structural models; Bayesian methods.

ACCEPTED PAPERS

- “The Joint Sales Impact of Frequency Reward and Customer Tier Components of Loyalty Programs,” (with Praveen K. Kopalle, Scott A. Neslin, Baohong Sun and Vanitha Swaminathan), forthcoming, *Marketing Science*.
- "Warm It Up with Love: The Effect of Physical Coldness on Liking of Romance Movies" (with Jiewen Hong), forthcoming, *Journal of Consumer Research*.

PAPERS UNDER REVIEW

- “Consumer Advance Purchases with Bucket-Pricing,” with Baohong Sun and Shibo Li (invited resubmission to *Journal of Marketing Research*)
- “Competitive Lead Acquisition by One-of-a-Kind Service Marketers: Theoretical and Empirical Analyses,” with Atanu R. Sinha (revising for resubmission to *Marketing Science*)

**SELECTED
WORK IN
PROGRESS**

- Marketing Strategies for Markets under Technological Changes: The Case of Movies-by-mail” (With Kumar).
- “When is the Juice Worth the Squeeze?—An Empirical Study on Optimal Structuring of Win-back Strategy in the Presence of Customer Dynamics” (with Sun and Li).
- “Intrinsic and Extrinsic Incentives of Product Review Provision in Online Social Shopping Network” (with Du and Dong).

**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, Division of Marketing, Leeds School of Business, University of Colorado
- Pricing Strategies and Channel Management,
Spring 2010, 2011, Division of Marketing, Leeds School of Business, University of Colorado
- Pricing Strategies
Fall 2008, 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**

- “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
- “Online Provision of Free-Ridable Information,”
INFORMS Marketing Science Institute Conference 2005, Atlanta, GA

**PROFESSIONAL
SERVICES**

- Ad hoc reviewer, *Journal of Retailing*
- Member, PhD Committee, Marketing Division, University of Colorado, 2009 - current
- Member, International Studies Committee, Leeds School of Business, University of Colorado, 2010 - current