

Baohong Sun

## Baohong Sun

### TITLE AND ADDRESS

Dean's Distinguished Chair Professor of Marketing  
Cheung Kong Graduate School of Business (New York)  
601 Lexington Ave, Suite 2604  
New York, NY 10022  
Tel; 646-627-7727  
Email: bhsun@ckgsb.edu.cn

### EDUCATION

Ph.D. Univ. of Southern California  
B.A. Renmin Univ. of China

### ACADEMIC POSITIONS

2011-            Dean's Distinguished Chair Professor of Marketing  
                  Associate Dean –Global Programs  
                  Director of Customer Information Management Center  
                  Cheung Kong Graduate School of Business, New York Office  
2009-2011      Carnegie Bosch Professor of Marketing  
                  Carnegie Mellon University  
2009-2011      Full Professor of Marketing, Carnegie Mellon University  
2008-2009      Visiting Professor of Marketing and Associate Dean – International Programs  
                  Cheung Kong Graduate School of Business  
2004-2009      Associate Professor of Marketing (with tenure after July 2007)  
2001-2004      Assistant Professor of Marketing, UNC  
1997-2004      Assistant Professor of Marketing, Tepper, Carnegie Mellon University

### RESEARCH INTERESTS

Rational and strategic consumer choices and dynamic structural models  
Dynamic and interactive marketing mix and customer information management  
Modeling dynamic and inter-dependent consumer decisions on e-commerce and  
social media platforms

### AWARDS AND HONORS

2016            Finalist, John D.C. Little Best Paper Award, INFORMS  
2012            Outstanding Faculty Research Award, CKGSB  
2009            Finalist, John D.C. Little Best Paper Award, INFORMS  
2008            Faculty fellow for 2008 Doctoral Consortium, AMA  
2007            Faculty fellow for 2007 Doctoral Consortium, AMA  
2006            MBA George Leland Bach Teaching Award, CMU  
2006            Faculty fellow for 2006 Doctoral Consortium, AMA  
2005            CART Research Frontier Award for Innovative Research, CMU  
2004-05        Xerox Research Chair, CMU  
2004            Selected to Marketing Young Scholars Program, MSI  
2003            MBA All Star Teaching Award, UNC  
2003            MBA Master Teacher, UNC  
1995:           Academic Achievement Award, USC  
1993:           Academic Achievement Award, USC

### RESEARCH GRANTS AND CONTRACTS

Baohong Sun

2008 Teaching Innovation Center, CMU (\$5000)  
2007 Research Grant, Center for Organizational Learning, Innovation and Performance, CMU (\$5000)  
2005-present Research Grant, Tara Data Center, Duke University (\$5000)  
Subject: "Introducing What Financial Product to Which Customer at What Time -An Empirical Analysis of Customized and Dynamic Cross-selling Campaigns"  
2004 Development of International Cases, Carnegie Bosch Institute (\$10000)  
2001-03 Small Research Grant, UNC (\$5000)  
Subject: "Estimating Brand Switching Elasticity More Accurately by Accounting for Rational Consumer Purchase Strategies"  
2000-01 Grant for International Research, Carnegie Bosch Institute (\$10000)  
Subject: A Bias Correction Approach to International Conjoint Analysis  
2000-01 Faculty Development Fund, Carnegie-Mellon University (\$5000)  
Subject: Promotion Effect on Consumption and Category Sales  
1998-00 Faculty Development Fund, Carnegie-Mellon University (\$5000)  
Subject: Customer Satisfaction, Customer Retention and Cross-selling

#### **CONSULTING**

2011 Bosch, American Boy Scott  
2007-2008 Highmark Insurance, Bosch, India  
2006-2006 Caterpillar, NC  
2003-2003 John Deere, NC  
(Consulting on Pricing Practice and Product Design)  
2002-2003 IBM, NY  
(Provide Advice on IBM's Pricing Practice on E-Business on Demand)  
1997-1998 PNC Bank, Pittsburgh, PA  
(Developed Models of Customer Satisfaction, Customer Retention, and Cross-selling)  
1994-1995 Southwestern Bell Corporation, TX  
(Consulted for Launch of Cellular Telephone Service in Panama)

#### **EDITORIAL ROLES ON PUBLICATIONS**

##### **Editorial Board**

Journal of Marketing Research  
Marketing Science  
Journal of Marketing  
International Journal of Research in Marketing

##### **Ad Hoc Reviewer**

American Economic Review  
Marketing Science  
Journal of Marketing Research  
Management Science  
Journal of Marketing  
Marketing Letters  
Journal of Public Economics  
Managerial and Decision Economics  
IBM Systems Journal  
Israel Science Foundation (ISF)

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Journal of Applied Econometrics  
Econometrics Journals  
Review of Marketing Science  
American Marketing Association Winter Conference  
Risk Analysis  
The Georgian NSF Grant  
Communications in Statistics  
Journal of Consumer Behavior  
European Journal of Operational Research  
The Netherlands Organizations for Scientific Research

## PUBLICATIONS

### BOOK

1. *Customer-Centric Marketing: A Pragmatic Framework* with Ravi R. The MIT Press. March 2016.

### Articles Published in Refereed Journals and Book

1. "Is Core-Periphery Network Good for Knowledge Sharing? -- A Structural Model of Endogenous Network Formation on a Crowdsourced Customer Support Forum," Yingda Lu, Param Singh, Baohong Sun. Forthcoming at *Management Information Systems Quarterly*.
2. "Empirical Analysis of Purchase and Consumption Decisions of Health Insurance," Jian Ni, Nitin Mehan, Kannan Srinivasan and Baohong Sun. Forthcoming at *Marketing Science*.
3. "Squeaky Wheel Gets the Grease - An Empirical Analysis of Customer Voice and Firm Intervention on Twitter." Sunder Kekre, Liye Ma, and Baohong Sun. *Marketing Science*, 2015, 34(5), 627-645, (Lead article).
  - Finalist, John D.C. Little Best Paper Award, INFORMS.
4. "An Empirical Analysis of Consumer Purchase Decisions under Price-Discrimination Bucket Pricing," Yacheng Sun, Shibo Li, and Baohong Sun. *Marketing Science*, 2015, 34(5), 646-668.
5. "A Dynamic Model of Rational Addiction: Evaluating Cigarette Taxes." Brett Gordon and Baohong Sun. *Marketing Science*, 2015, 34(3), 452-70.
6. "The ISMS Durable Goods Datasets," Jian Ni and Scott Neslin (database article). *Marketing Science*, 2012, 31(6), 1008-13.
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7. "Ushering Buyers into Electronic Channels." Nishitha Langer, Chris Forman, Sunder Kekre, and Baohong Sun. *Information Systems Research*, 2012, 23(4), 1212-31.
8. "A Dynamic Structural Model of the Impact of Loyalty Programs on Customer Behavior," Praveen Kopalle, Yacheng Sun, Scott A. Neslin, Baohong Sun, and Vanitha Swaminathan. *Marketing Science*, 2012. 31(2), 216-335.
9. "Cross-Selling the Right Product to the Right Customer at the Right Time," Shibo Li, Alan Montgomery and Baohong Sun, *Journal of Marketing Research*, 2011, 48(4), 683-700.

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10. "Learning and Acting Upon Customer Information: A Simulation-Based Demonstration on Service Allocations with Offshore Centers," Sun, Baohong and Shibo Li, *Journal of Marketing Research*, 2011, 48(1), 72-86.
11. "Stated intentions and purchase behavior: A unified model," Baohong Sun and Vicki Morwitz. *International Journal of Research in Marketing*. 2010. 27(4), 356-366.
12. "A simple test for distinguishing between internal reference price theories." Tulin Erdem, Michael Katz, and Baohong Sun, *Quantitative Marketing and Economics*, 2010, 8(3), 303.
13. "Why Do Consumers Buy Extended Service Contracts?" Tao Chen, Ajay Kalra, and Baohong Sun, *Journal of Consumer Research*, 2009, 36(4), 661-623.
14. "An Empirical Investigation of the Dynamic Effect of Marlboro's Permanent Pricing Shift," Tao Chen, Baohong Sun, and Vishal Singh, 2009, *Marketing Science*, 28(4), 740-758.
15. "Internet Auction Features as Quality Signals," Shibo Li, Kannan Srinivasan and Baohong Sun, 2009, *Journal of Marketing*, 73(1), 75-92.
16. "Measuring Long Run Marketing Effects and their Implications for Long Run Marketing Decisions," Bart Bronnenberg et al., 2008, *Marketing Letters*, 19 (3-4), p367-382.
17. "A Dynamic Model of Brand Choice When Price and Advertising Signal Product Quality." Erdem, Tulin, Michael Keane and Baohong Sun, 2008, *Marketing Science*, 27(6), 1111-1129.
  - Finalist, John D.C. Little Best Paper Award, INFORMS
18. "The impact of advertising on consumer price sensitivity in experience goods markets," Erdem, Tulin, Michael Keane and Baohong Sun, 2008, *Quantitative Marketing and Economics*, 6 (2), p139-176.
19. "Ignoring Your Best Customer? An Investigation of Customer Satisfaction, Customer Retention and Their Financial Impact," Sun, Baohong, Ronald Wilcox and Ting Zhu, 2007, *Journal of Relationship Marketing*, 6(3/4), p87-116.
20. "Technology Innovation and Implications on Customer Relationship Management," (invited commentary paper), Baohong Sun, 2006, *Marketing Science*, 25(6), 594-598.
21. "Dynamic Structural Consumer Models and Current Marketing Issues," (invited commentary paper), Baohong Sun, 2006, *Marketing Science*, 25(6), 625-629.
22. "'Adaptive' Learning and 'Proactive' Customer Relationship Management," Baohong Sun, Shibo Li, and Catherine Zhou, 2006, *Journal of Interactive Marketing*, 20(3/4), 82-96.
23. "Choice Models and Customer Relationship Management," Wagner Kamakura et al, 2005, *Marketing Letters*, 16(3-4), 279-295.
24. "Promotion Effect on Endogenous Consumption," Baohong Sun, 2005, *Marketing Science*, 24(3), 430-443.

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25. "Cross-selling Sequentially Ordered Products: An Application to Consumer Banking Services," Shibo Li, Baohong Sun and Ronald Wilcox, 2004, *Journal of Marketing Research*, 42 (2), 233-240.
26. "Product Strategy for Innovators in Markets with Network Effects," Baohong Sun, Jinhong Xie and H. Henry Cao, 2004, *Marketing Science*, 23 (2), 243-254.
27. "Measuring The Impact of Promotions on Brand Switching Under Rational Consumer Behavior," Baohong Sun, Scott Neslin, Kannan Srinivasan, 2003, *Journal of Marketing Research*, 40, 4, 389-405.
28. "An Empirical Investigation of Spillover Effects of Marketing Mix Strategy in Umbrella Branding," Tulin Erdem and Baohong Sun, 2002, *Journal of Marketing Research*, 39, 4, 408-420.
29. "The Role of Stated Intentions in New Product Purchase Forecasting," Cheng Hsiao, Vicki Morwitz and Baohong Sun, 2002, *Advances in Econometrics*, 16, 10-21, lead article.
30. "Understanding the Reference Price Shopper: A Within and Cross-Category Analysis," Tulin Erdem, Glenn Mayhew and Baohong Sun, 2001, *Journal of Marketing Research*, 38, 4, 445-457.
31. "Testing for Choice Dynamics in Panel Data," Tulin Erdem and Baohong Sun, 2001, *Journal of Business and Economic Statistics*, 19, 2, 142-152.
32. "Fixed vs. Random Effects: Specification of Panel Data," Cheng Hsiao and Baohong Sun, 2000, *Panel Data Econometrics: Future Directions*, 181-198.
33. "Missing Price and Coupon Availability Data in Scanner Panels: Correcting for the Self-Selection Bias in the Choice Model Parameters," Tulin Erdem, Michael Keane and Baohong Sun, 1999, *Journal of Econometrics*, 89, 1-2, 177-196.
34. "Modeling Survey Response Bias - with An Application to the Demand for An Advanced Electronic Device Service," Cheng Hsiao and Baohong Sun, *Journal of Econometrics*, 1999, 89, 1-2, 15-39, (lead article).

#### **Completed Working Papers Under Review**

35. Laurens Debo, Sunder Kekre, Jian Ni, Baohong Sun, "Channel Motivations in Emerging Market: An Empirical Analysis." Revise and resubmit at *International Journal of Marketing Research*.
36. Liu, Xiao, Tim Dendenger and Baohong Sun, "An Empirical Analysis of Consumer Purchase Behavior of Base Products and Add-ons." Revise and resubmit at *Marketing Science*.
37. Haijing Hao, Rema Padman, Baohong Sun and Rahul Telang, "Quantifying the Impact of Social Influence on Information Technology." Henry Cao and Baohong Sun, "Value of Learning and Acting Upon Customer Information." Revise and resubmit to *Information System Research*.
38. Tao Chen and Baohong Sun, "Consumer Purchases of Retailers' Extended Service Contracts and Implications on Dynamic Pricing: An Empirical Study."
39. Henry Cao and Baohong Sun, "Value of Learning and Acting Upon Customer Information."

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40. Yingda Lu, Marc, Sunder Kekre and Baohong Sun 2015. "Location-Specific Externalities in Knowledge Spillover Cross Border within Multinational Corporations."
41. Liye Ma and Baohong Sun 2015. "That Ad Again When You Get a Chance" – An Integrated Model of Application Usage and Advertising Response on Mobile Phones. Under revision at *Marketing Science*.

**Work In Progress**

42. "When is the Juice Worth the Squeeze? – An Empirical Study of Optimal Structuring of Win-back Strategy in the Presence of Consumer Dynamics," with Yacheng Sun and Shibo Li.
43. Jian Ni, Baohong Sun and Yi Xin 2015. "Understanding and Acting Upon Customer Inbound Communication Decisions – An Empirical Study."
44. Chuan He, Shibo Li and Baohong Sun 2015. "An Empirical Study of Consumer Purchase Decision on Flash Sales."
45. Kumar, Vineet, Kannan Srinivasan and Baohong Sun. 2010. "Why do Consumers Contribute to Connected Goods? A Dynamic Game of Competition and Cooperation in Social Networks". Working Paper. Carnegie Mellon University.
46. Ma, Liye, Kannan Srinivasan, and Baohong Sun, 2010. "A Dynamic Competitive Analysis of Content Production and Link Formation of Internet Content Developers". Working Paper. Carnegie Mellon University.

**TEACHING**

**Courses Taught**

<u>Undergraduate</u>	<u>MBA</u>	<u>Executive MBA</u>	<u>Executive Education</u>	<u>Ph.D.</u>
Marketing Principles	Pricing	Pricing	Pricing	Advanced Data Analysis
Marketing Research	Marketing Project	Marketing Management	Integrated Marketing	Advanced Choice Models
Pricing	Dynamic Optimization for Interactive Marketing	Social Media Marketing and E-Commerce	Global Marketing Strategy: China	
	Social Media and E-Commerce		Customer Relationship Management	
			Marketing Frontier in Digital Age	
			Branding	
			Social Media Marketing and E-Commerce	

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### **New Business Cases Developed on International Marketing**

- Case I: Tsingtao Beer - Expansion and Branding Strategies
- Case II: 30 Years of Tsingtao Beer in the US (multimedia case)
- Case III: Globalization Strategies of Tsingtao Beer

### **New Courses Developed**

1. 45-829: Dynamic Optimization for Interactive Marketing (offered in 2007, 2008, 2010 at CMU MBA program)  
(Learning and acting on real-time customer information; Decision support for customer-centric and interactive marketing decision making.)
2. E-Commerce and Social Media Marketing  
(How to use social media platforms? How to integrating social media to traditional marketing mix? Innovative Business Models)

## **STUDENT SUPERVISION**

### **Doctoral Student (at CMU)**

Moein Khanlari (PhD) Outside Examiner (University of Alberta)  
Yolanda Yang (PhD) External Thesis Committee (HKUST)  
Xiao Liu (PhD) Dissertation Committee (Carnegie Mellon University) (placed at New York University)  
Haijing Hao (PhD Dissertation Committee (placed at University of Massachusetts)  
Liye Ma (Co-Chair, PhD Dissertation Committee) (CMU) (placed at Maryland University)  
Baojun Jiang (member, PhD Dissertation Committee) (CMU) (placed at Washington University at St Louis)  
Vineet Kumar (Co-Chair, PhD Dissertation Committee) (CMU) (placed at Harvard Business School, Harvard University)  
Jian Ni (Co-Chair, PhD Dissertation Committee) (CMU) (placed at Johns Hopkins University)  
CS Norman Shiau (Member, PhD Dissertation Committee) (Department of Mechanical Engineering, CMU)  
Sameer Mather (2008) (Member, PhD Dissertation Committee) (CMU) (placed at McGill University)  
Tao Chen (2007) (Co-Chair, PhD Dissertation Committee) (CMU) (placed at University of Maryland)  
Jian Ni (2007) (Reader, Summer Paper) (CMU)  
Yunchuan Peng (2007) (Reader, Summer Paper) (CMU)  
Marcel Goic (2006) (Reader, Summer Paper) (CMU)  
Jian Ni (2006) (Reader, Summer Paper) (CMU)  
Sameer Mathur (2005) (Reader, Summer Paper) (CMU) (placed at McGill University)  
Ting Zhu (2002) (Reader, Summer Paper) (CMU) (placed at University of Chicago)  
Xin Wang (2000) (Reader, Summer Paper) (CMU) (placed at Purdue University)  
Zili Zhuang (2001) (Member, PhD Thesis Committee) (CMU) (placed at Fannie Mae)  
Shibo Li (1999) (Reader, Summer Paper) (CMU) (placed at Indiana University)  
Elina Petrova (1999) (Reader, Summer Paper) (CMU) (placed at California State University)  
Shibo Li (1999) (Reader, Summer Paper) (CMU) (placed at Indiana University)  
Rong Zhou (1998) (Reader, Summer Paper) (CMU) (placed at Accenture Consulting)  
Srinivas Prakhya (1998) (Member, PhD Thesis Committee) (CMU) (placed at Indian Institute of Management Bangalore)

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**Doctoral Student Supervision (at other Universities)**

Ryan Luchs (2007) (Member, Dissertation Committee) (University of Pittsburgh)  
Yacheng Sun (2006) (Member, Dissertation Committee) (Indiana University) (placed at  
University of Colorado at Boulder)  
Yacheng Sun (2005) (Reader, Summer Paper) (Indiana University)

**MBA (at CMU)**

Nelson, Young (2005) (Advisor, Independent Study on Marketing Information Goods) (CMU)  
Singh, Amar, Pricing Issues of Blue-Cross, 2003 (UNC)  
Dave Kovscek and group, Renaissance Capital, Mod II, 2003 (UNC)  
Aida Salazar, independent study on marketing research, Mod III and Mod IV, 2002 (UNC)  
Jose Carlos (2001) (Advisor, Independent Study on Pricing Strategies in Mexico) (CMU)

**Undergraduate (at CMU)**

Mudit Aggarwal (2007) (Advisor, Independent Study) (CMU)  
Louise Chang (2004) (Advisor, Honor Thesis) (UNC)  
Meghan Smith and Joe Blickenstaff (2000) (Advisor, Independent Study) (CMU)  
Pia Talukdar (1999) (Advisor, Senior Honor Thesis) (CMU)  
Kana Sato (1999) (Advisor, Senior Honor Thesis) (CMU)  
Meghan Smith (1999) (Advisor, Independent Study) (CMU)  
Julia Lee (1999) (Advisor, Independent Study) (CMU)

**PROFESSIONAL ACTIVITIES**

**Invited Talks at Marketing Workshops**

- Research Camp, Cornell University, April 2016
- Marketing Seminar, University of Texas at Dallas, April 2016
- Marketing Camp, HKUST, Dec 2014
- Purdue University, Nov 2013
- Washington University at St Louis, May 2013
- Marketing Research Forum, Maryland University, April 2013
- Marketing Symposium, Iowa University, May 2012
- London School of Business, July, 2011
- University of Santa Cruz, Feb, 2011
- University of Southern California, Feb, 2011
- Rice University, Nov. 2010
- Economics Department, Texas A&M, Nov. 2010
- Duquesne University, Nov. 2010
- Emory University (Hightower Lecture Series), Oct, 2010
- Cornell University, April, 2010
- Distinguished Scholar, Haring Symposium, Indiana University, March 2009.
- New York University, April 2009.
- Research Camp, University of Texas A&M, April 2009.
- National University of Singapore, Dec. 2008
- Columbia University, Feb. 2008.
- Wharton School of Business, University of Pennsylvania, Feb. 2008.
- Duquesne University, Pittsburgh, Feb. 2008.
- Design Decision Laboratory, Carnegie Mellon University, Dec. 2007.
- University of California, San Diego, Nov, 2007.



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- INSEAD Summer Camp, France, May, 2007.
- University of Chicago, 2007.
- University of Texas, Dallas, 2007.
- University of Toronto, 2007.
- Shanghai University of Finance & Economics, July, 2006.
- Dartmouth University, June 2006.
- University of Houston, February 2004.
- Indiana University, November 2003.
- Rice University, September 2003.
- Instituto Tecnológico y de Estudios Superiores, Mexico, September 2003.
- Hong Kong University of Science and Technology, March 2003.
- Rice University, November 2002.
- National University of Singapore, October 2002.
- University of California, Riverside, October 2002.
- University of North Carolina, Chapel Hill, April 2001.
- Penn State University, April 2001.
- Ohio State University, April 2001.
- Johnson Graduate School of Management, Cornell University, Feb. 16, 2001.
- Wharton School of Business, University of Pennsylvania, Feb. 8, 2001.
- University of Chicago, June 7, 1999.
- University of California, Berkeley, March 1996.
- Toronto University, November 1996.
- Rutgers University, October 1996.
- Washington University at St. Louis, October 1996.
- University of Texas, Austin, September 1996. .
- Hong Kong University of Science and Technology, 1996.
- University of Texas at Dallas, September 1996.

#### **Invited Plenary Talk and Panel Discussions at Conference/Symposium**

- 2015 Thought Leadership Conference on Mobile Marketing and its Implications for Retailing, Texas, 2015
- Marketing Science Emerging Markets Conference, September, Wharton, 2012.
- Invited discussant, Quantitative Marketing and Economics, Oct. 12-13, Chicago, 2007.
- Plenary talk and panel discussion, "Adaptive Learning and Proactive CRM," International Forum on Marketing Science, Chengdu, July 1-2, 2006.
- Plenary talk, "Fixed vs. Random Effects: Specification of Panel Data," World Congress of Economic/Econometrics Society, Tokyo, Japan, Aug. 1995.
- Plenary talk, "Fixed vs. Random Effects: Specification of Panel Data," Plenary session, 5<sup>th</sup> Panel Data Conference, Paris, June 1994.

#### **Invited Talks at Conference/Symposium**

- Invitational Choice Symposium, Session on Mobile Marketing, Canada, 2016.
- Invitational Choice Symposium, Session on *Consumer Dynamics*, Philadelphia, 2007.
- Information Technology Innovation and Marketing, Shanghai, 2006.
- International Workshop on Customer Relationship Management: Data Mining Meets Marketing, NUY, New York, 2005.
- Strategic and Tactical Decision Making in Supermarket Retailing, Buffalo, August 2005.
- Invitational Biennial MSI Young Scholars Program, Colorado, January 2004.

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- Invitational Choice Symposium, Session on Choice Models in CRM, Colorado, 2004.
- The National Hardware Show, Guadalajara, Mexico, 2003.
- Bayesian Conference, Ohio, November 2002.
- Informs/EURO Conference, Istanbul, 2003.
- Informs/EURO Conference, Istanbul, 2003.

#### **Panel Discussion at Conference/Symposium**

- Plenary talk and panel discussion, “Publishing in Marketing Journals,” International Forum on Marketing Science, Chengdu, July 1-2, 2006.

#### **Conferences/Workshops Organized**

- Co-Organizer, CKGSB-Yale China-India Conference, 2015, New York.
- Co-Organizer, CKGSB-Yale China-India Conference, 2014, Lijiang China.
- Co-Organizer, CKGSB-Yale China-India Conference, 2013, New York.
- Co-Chair, Marketing Science Track, Informs Conference, 2012, Beijing.
- Operation Committee, Cheong Kong GSB Marketing Research Forum, 2009, Beijing.
- Co-Chair, Fifth China Branding Roundtable, The Economist, 2008, Beijing.
- Session Chair, Session on Marketing Engineering: Integrating Data Mining and Decision Support System, Marketing Science Conference, 2008, Vancouver.
- Program Committee, IEEE International Conference on Data Mining (ICDM), 2007, Hong Kong.
- Session Chair, Automated Learning and Customer Relationship Management, Informs Conference, 2006, Pittsburgh
- Session Chair, Cross-Selling, Informs conference, 2003, Istanbul

#### **Conference Talks**

- “That Ad Again When You Get a Chance – An Integrated Model of Application Usage and Advertising Response on Mobile Phones.” Marketing Science Conference, 2016.
- “Value of Learning and Acting Upon Customer Information.” Marketing Science Conference, Germany, 2010.
- “Learning and Acting Upon Customer Information - With an Empirical Application to the Service Allocations with Off-Shore Centers,” Marketing Science Conference, Vancouver, 2008.
- “Improving Effectiveness of Customer Service in a Cost-Efficient Way - With an Empirical Application to the Service Allocation Decisions with Out-Sourced Centers,” Informs Conference, Pittsburgh, 2006.
- “Introducing What Financial Product to Which Customer at What Time -An Empirical Analysis of Customized and Dynamic Cross-selling Campaigns,” Marketing Science Conference, Pittsburgh, 2006.
- “Improving Effectiveness of Customer Service in a Cost-Efficient Way - With an Empirical Application to the Service Allocation Decisions with Out-Sourced Centers,” Marketing Science Conference, Pittsburgh, 2006.
- “An Empirical Investigation of Customer Satisfaction for Out-Sourced Service Center,” Marketing Science Conference, Atlanta, 2005.
- “Are Consumers spoiled by Promotions? -An Assessment of Time-Varying Promotion Sensitivity.” Marketing Science Conference, Amsterdam, 2004.
- “Hyperbolic Discounting Rate and Promotion Dynamics.” Marketing Science Conference, Maryland, 2003.
- “Customize Cross-selling and Manage Customer Life-Time Value,” Marketing Science Conference, Maryland, 2001.

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- "Promotion Effects on Category Sales with Endogenized Consumption and Promotion Uncertainty," Marketing Science Conference, 2000.
- "Structural Analysis of Customer Retention and Cross-selling," INFORMS, Philadelphia, November 1999.
- "An Empirical Investigation of Spillover Effects of Marketing Mix Strategy in Umbrella Branding," Marketing Science Conference, Syracuse, May 1999.
- "Advertising Effectiveness, Price Sensitivity and Use Experience Interactions in Experience Goods Markets," Marketing Science Conference, Paris, July 1998.
- "A Simple Test for Choice Dynamics," Marketing Science Conference, Berkeley, March 1997.
- "Missing Pricing and Coupon Availability Data in Scanner Panels: Correcting for the Self-Selection Bias in the Choice Model Parameters," 6<sup>th</sup> Panel Data Conference, Paris, June 1997.
- "Differentiation, Innovation, and Competing Standards in Markets with Network Externalities," Far Eastern Econometric Society, Hong Kong, December 1996.
- "Modeling Survey Response Bias - with An Application to the demand for An Advanced Electronic Device Service," 13th International Communications Forecast Conference, Toronto, June 1995.
- "Modeling Survey Response Bias - with An Application to the demand for An Advanced Electronic Device Service," The 3rd Intl. Chinese Stat. Assoc., Beijing, Aug., 1995.
- "Modeling Survey Response Bias - with An Application to the demand for An Advanced Electronic Device Service," Far Eastern Econometric Society, Hong Kong, December 1996.

#### **MEMBERSHIP IN PROFESSIONAL SOCIETIES**

Member of American Marketing Association  
Member of INFORMS  
Member of American Economics Association  
Member of Econometrics Society  
Member of Chinese Economists Society

#### **SERVICE/COMMITTEES**

University Tenure Review Committee, Carnegie Mellon University (2010-2011)  
Faculty Senator Representative, Carnegie Mellon University (2009-2011)  
MBA CURRICULUM COMMITTEE (2009-2010)  
Weil Research Prize Committee (2010)  
MBA Admission Committee (2007-2008)  
Undergraduate Committee (2007-2008)  
Strategy Recruiting Committee (2007-2008)  
Marketing Recruiting committee (2007-2008)  
School wide Strategic Hiring Committee, CMU (2006-2007)  
MBA Strategy Committee (2006-2007)  
Women and Minority Recruiting Committee (2006-2007)  
Undergraduate Committee (2006-2007)  
Teaching Advisory Board, CMU (2005-2006)  
Board of Directors, Chinese Economists Society (2004-2005)  
Member, Marketing Impact Advisory Committee, UNC (2003)  
Coordinator, Marketing Seminar Series, UNC (2003)  
Member, BSBA Quantitative Course Committee, UNC (2002)  
Member, PhD Admission Committee, UNC (2001)  
Section Chair on Advertising, Undergraduate Student Symposium, UNC (2001)  
Member, Marketing Faculty Recruiting Committee, CMU (1998, 2000)  
Coordinator, Marketing Seminar Series, CMU (1998, 1999, 2000)

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Coordinator, Marketing Summer Camp, CMU (1999, 2000)  
Member, Undergraduate Committee, CMU (1999, 2000)  
Member, PhD Admission Committee, CMU (1997, 1998, 1999, 2000)

#### **ADVISORY AND FOUNDING BOARD**

Leaders Excellence, Harvard Square  
CMOChina.com  
Shoppily.com  
Advisory Council, INFORMS Society of Marketing Science, 2008 to present  
Advisory Board, CMO Council™, 2006 to present  
CES, 2004-2005

#### **MEDIA EXPOSURE**

BBC, Global Times, Economic Daily 2015  
FAST, ChinaDaily, 2014  
Telegraph, 2013  
BBC, 2012  
CCTV, Dialogue, 2009  
“Amway's China Redux,” Forbes, 2009  
“Why do Consumers Buy Extended Service Contracts?” Cited by  
The Economist, 2009  
New York Times, Nov 6, 2009,  
Wall Street Journal, Nov 19, 2009  
Time, Nov 25, 2009  
Boston Globe, Aug 21, 2009  
Bloomberg, Aug 20, 2009  
New York Times, June 16, 2009/12/10  
Wall Street Journal, June 19, 2009  
Chicago Tribune, Jul 12, 2009  
SmartMoney, The Smart Set, Aug 5, 2009; GoErie.com, Jul 14, 2009; Santa Rosa Press  
Democrat, Jul 12, 2009; The Consumerist, Jun 21, 2009; Canadian Broadcasting  
Corporation (CBC) News, Jun 16, 2009; Science Daily, Jun 15, 2009.

“What To Know About Doing Business In China, The Ultimate Entrepreneur's Guide,”  
Forbes, 2009

“Setting Up Shop in China – What Can be Accomplished in One Week,”  
Forbes, 2009

“Budweiser, Miller...and Tsingtao?” Business Week, Feb. 2008

“Companies Offering Free Gas to Attract Business,” USA Today, 2008

“Using Free Gas as Bait, Firms Reel in the Customers,” The News & Observer, 2008

“Companies Offering Free Gas to Attract Business,” Taipei Times, 2008

“Free Gas Promos Likely to Fade by Summer End,” Associated Press, 2008

“Online Coupon Policy,” WTAE Channel 4 Action News, Pittsburgh, 2008

“Extended Warranties May Be Worth it After All,” WTAE Channel 4 Action News,  
Pittsburgh, 2007

“Gift Cards Sometimes Have A Catch,” WTAE Channel 4 Action News, Pittsburgh, 2007

WTAE Channel 4 Action News, Pittsburgh, 2007

CCTV, Business Time, Beijing, 2007

CCTV, Business Time, Beijing, 2007

Post Gazette, “Companies Invite Customers Behind the Scenes to Cut Costs,” 2006

Baohong Sun

CNBC, Business Strategy, Shanghai, 2004

CNBC, Business Strategy, Shanghai, 2004

CCTV, Dialogue, Beijing, 2004

#### **GLOBAL EVENTS AND ACTIVITIES**

- Moderator, Summer Davos, World Economic Forum, 2016
- Moderator, Session on “Transformation of Consumer and Retail Industries.” Davos, World Economic Forum, Dalian, 2015
- Co-host Branding Conference with the Economist, Beijing, 2008
- Launched the first MBA international case competition in China with CKGSB:
  - The 2008 East-West MBA All-Star Case Challenge: TsingTao Beer 30 Years in the US (invited schools: Carnegie Mellon, Chicago, Darden, Ohio State, Tsinghua, NUS, Cheung Kong GSB, University of Washington at Seattle)
  - The 2009 Firenze| China East-West MBA All-Star Case Challenge: Microsoft (16 invited schools: Berkeley, Chicago, Darden, U of Washington, Seoul, CEIBES, Cheung Kong GSB) (sponsored by Microsoft)
- Co-organized CKGSB Marketing Research Forum, Beijing, July 2009 (80 participants)
- Co-host Breakfast Dialogue on Emerging Markets with Professor Kannan Srinivasan, July 2009 (20 participants)
- Co-host Breakfast Dialogue on New Media Marketing with Professors Yuxin Chen, Shang Yang, and John Zhang, Beijing, July 2010 (20 participants)
- Co-organized 1st China Immersion Program, Beijing, Shanghai, Hangzhou, June 28-30, 2012 (25 participants)
- Co-organized 2<sup>nd</sup> CKGSB Marketing Research Forum, Beijing, June 27, 2012 (80 participants)
- Organized CKGSB-Yale China/India Insights Conference, New York City, Sep.20-21, 2013 (85 participants)
- Co-organize CKGS-Yale China/India Insights Conference, Lijiang, July 13-15, 2014 (80 participants)
- Co-organize CKGSB forum “Innovations from the Emerging Markets,” Beijing, July 11, 2014 (participants)