

Baohong Sun

TITLE AND ADDRESS

Dean's Distinguished Chair Professor of Marketing
Cheung Kong Graduate School of Business (New York)
515 Madison Avenue, Office 9017
New York, NY 10022
Email: bhsun@ckgsb.edu.cn

EDUCATION

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

ACADEMIC POSITIONS

2011- Dean's Distinguished Chair Professor of Marketing
 Director of Web3xAI Research 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

AWARDS AND HONORS

2022 Faculty fellow for 2022 the doctoral consortium preceding the 43rd ISMS
2021 Faculty fellow for 2021 AMA-Sheth Doctoral Consortium
2020 Faculty fellow for 2020 AMA-Sheth Doctoral Consortium
2019 Faculty fellow for 2019 AMA-Sheth Doctoral Consortium
2018 Finalist, 2018 The INFORMS Society for Marketing Science
 Long Term Impact Award (LTI Award)
2016 Finalist, John D.C. Little Best Paper Award, INFORMS
2015 Award for MSI Research Competition "Mobile Platforms, Location-Based
 Services, and their Impact on Consumers."
2012 Outstanding Faculty Research Award, CKGSB
2009 Finalist, John D.C. Little Best Paper Award, INFORMS
2008 Faculty fellow for 2008 AMA-Sheth Doctoral Consortium
2007 Faculty fellow for 2007 AMA-Sheth Doctoral Consortium
2006 MBA George Leland Bach Teaching Award, CMU
2006 Faculty fellow for 2006 AMA-Sheth Doctoral Consortium
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

2011-present	Center of AIxWeb3 and Marketing Innovation (former Center of New Media Marketing and E-Commerce, CKGSB, \$100,000)
2015	MSI Research Grant #4-1818 (\$4000)
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

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)
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

RESEARCH INTERESTS

Web3.0 business models, user behavior in creator economy, NFT, smart contract
Network analysis, machine learning and human insights
Modeling dynamic and inter-dependent consumer decisions on e-commerce and
social media platforms
Rational and strategic consumer choices and dynamic structural models
Dynamic and interactive marketing mix and customer information management

PUBLICATIONS

Books and Cases

1. *Brand Intelligence: Navigating the Transformation in the AI and Web3 Era*, Springer Nature, Spring 2026. ISBN-13: 978-3032174895.
2. *品牌智能——AI与Web3.0驱动的商业未来*. 中国人民大学出版社 (Publisher of Renmin University), June 2026.
3. *品牌数智化——科技驱动的模式与价值创新*. 中国人民大学出版社 (Publisher of Renmin University), June 2024. ISBN-13 : 978-7300327594.
4. *Customer-Centric Marketing: A Pragmatic Framework* with Ravi R. The MIT Press. March 2016. ISBN-13: 978-0262529051.
5. *StepN: Preempting a Death Spiral* (Case Study and Teaching Notes), Ivey and download from Harvard Business Review, Jan 2024.

Articles Published in Refereed Journals and Books

1. "How Does Competition Affect Exploration vs. Exploitation? A Tale of Two Recommendation Algorithms." Henry Cao, Liye Ma, Eddie Ning and Baohong Sun, *Management Science*, Feb 2024.
2. "Machine Learning and AI in Marketing – Connecting Computing Power to Human Insights." Liye Ma and Baohong Sun. *International Journal of Marketing Research*, 2020, 37(3), 481-504.
3. "Modeling social learning on consumers' long-term usage of a mobile technology: a Bayesian estimation of a Bayesian learning model." Haijing Hao, Rema Padman, Baohong Sun and Rahul Telang, *Electronic Commerce Research*, 2019 (19) 1-12.
4. "An Empirical Analysis of Consumer Purchase Behavior of Base Products and Add-ons," Liu, Xiao, Tim Dendenger and Baohong Sun. *Marketing Science*, 2018, 37(4), 507-684.
5. "Everywhere and at All Times: Mobility, Consumer Decision Making, and Choice," Lurie, Nicholas H. and Berger, Jonah A. and Chen, Zoey and Li, Beibei and Liu, Hongju and Mason, Charlotte and Muir, David M. and Packard, Grant M. and Pancras, Joseph and Schlosser, Ann and Sun, Baohong and Venkatesan, Rajkumar. *Customer Needs and Solutions*, 2018, 5(1), 15-27.
6. "Quantifying the Impact of Social Influence on Information Technology," Haijing Hao, Rema Padman, Baohong Sun and Rahul Telang. *Information System Research*, 2018, 29(1), 25-41.

7. "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. *Management Information Systems Quarterly*, 2017. 42(1), 607-628.
8. "Empirical Analysis of Purchase and Consumption Decisions of Health Insurance," Jian Ni, Nitin Mehan, Kannan Srinivasan and Baohong Sun. *Marketing Science*, 2017, 36(3), 338-360.
 - a. Selected for *Marketing Science* Press Release of the Issue
 - b. Covered by Archy Newsy and Life Science Daily.
9. "Squeaky Wheel Gets the Grease - An Empirical Analysis of Customer Voice and Firm Intervention on Twitter." Liye Ma, Baohong Sun, and Sunder Kekre. *Marketing Science*, 2015, 34(5), 627-645, (Lead article).
 - Finalist, John D.C. Little Best Paper Award, INFORMS.
 - Lead Article
 - Selected for *Marketing Science* Press Release of the Issue (also covered by ScienceDaily)
10. "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.
11. "A Dynamic Model of Rational Addiction: Evaluating Cigarette Taxes." Brett Gordon and Baohong Sun. *Marketing Science*, 2015, 34(3), 452-70.
12. "The ISMS Durable Goods Datasets," Jian Ni and Scott Neslin (database article). *Marketing Science*, 2012, 31(6), 1008-13.
13. "Ushering Buyers into Electronic Channels." Nishitha Langer, Chris Forman, Sunder Kekre, and Baohong Sun. *Information Systems Research*, 2012, 23(4), 1212-31.
14. "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.
15. "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.
16. "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.
17. "Stated intentions and purchase behavior: A unified model," Baohong Sun and Vicki Morwitz. *International Journal of Research in Marketing*. 2010. 27(4), 356-366.
18. "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.

19. "Why Do Consumers Buy Extended Service Contracts?" Tao Chen, Ajay Kalra, and Baohong Sun, *Journal of Consumer Research*, 2009, 36(4), 661-623.
20. "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.
21. "Internet Auction Features as Quality Signals," Shibo Li, Kannan Srinivasan and Baohong Sun, 2009, *Journal of Marketing*, 73(1), 75-92.
22. "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.
23. "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, 2018 The INFORMS Society for Marketing Science Long Term Impact Award (LTI Award)
 - Finalist, 2008 John D.C. Little Best Paper Award, INFORMS
24. "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.
25. "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.
26. "Technology Innovation and Implications on Customer Relationship Management," (invited commentary paper), Baohong Sun, 2006, *Marketing Science*, 25(6), 594-598.
27. "Dynamic Structural Consumer Models and Current Marketing Issues," (invited commentary paper), Baohong Sun, 2006, *Marketing Science*, 25(6), 625-629.
28. "'Adaptive' Learning and 'Proactive' Customer Relationship Management," Baohong Sun, Shibo Li, and Catherine Zhou, 2006, *Journal of Interactive Marketing*, 20(3/4), 82-96.
29. "Choice Models and Customer Relationship Management," Wagner Kamakura et al, 2005, *Marketing Letters*, 16(3-4), 279-295.
30. "Promotion Effect on Endogenous Consumption," Baohong Sun, 2005, *Marketing Science*, 24(3), 430-443.
31. "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.

32. "Product Strategy for Innovators in Markets with Network Effects," Baohong Sun, Jinhong Xie and H. Henry Cao, 2004, *Marketing Science*, 23 (2), 243-254.
33. "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.
34. "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.
35. "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.
36. "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.
37. "Testing for Choice Dynamics in Panel Data," Tulin Erdem and Baohong Sun, 2001, *Journal of Business and Economic Statistics*, 19, 2, 142-152.
38. "Fixed vs. Random Effects: Specification of Panel Data," Cheng Hsiao and Baohong Sun, 2000, *Panel Data Econometrics: Future Directions*, 181-198.
39. "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.
40. "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

1. Liye Ma and Baohong Sun. "That Ad Again When You Get a Chance" – An Integrated Model of Application Usage and Advertising Response on Mobile Phones.
 - a. Award for MSI Research Competition "Mobile Platforms, Location-Based Services, and their Impact on Consumers." MSI Research Grant #4-1818.
2. Liye Ma, Baohong Sun and Kunpeng Zhang. "Image Network and Interest Graph – A Heterogeneous Network Embedding Approach to Analyze Social Curation on Pinterest."
3. "Metaverse Marketing: A Primer." Multiple authors.
4. Eunkyung An, Xiao Liu, Natasha Foutz, Baohong Sun, "Panoramic Market Structure Analysis Leveraging Consumer Location Big Data."

5. Jiaxin Du, Natasha Foutz, Baohong Sun and Xinyue Ye, “Heterogeneous Graph Transformer Integrating Consumer Online Reviews and Offline Trajectories.”
6. Laurens Debo, Sunder Kekre, Jian Ni, Baohong Sun, “Channel Motivations in Emerging Market: An Empirical Analysis.”
7. Tao Chen and Baohong Sun, “Consumer Purchases of Retailers’ Extended Service Contracts and Implications on Dynamic Pricing: An Empirical Study.”
8. Yingda Lu, Marc, Sunder Kekre and Baohong Sun. “Location-Specific Externalities in Knowledge Spillover Cross Border within Multinational Corporations.”
9. Natasha Foutz, Junming Liu, Muchen Wen, and Baohong Sun, “Rethinking Conventional Wisdom: the Net Spillover Effect of Bike Sharing Entry on Restaurant Patronage.”
10. Limin Fang, Chunhua Wu, and Baohong Sun, “Shifting Standards or Changing Preferences? Unraveling Review Polarization via LLMs.”
11. Jiaxin Du, Liye Ma, and Baohong Sun, “Spatial Information as Proxy for Synthesizing Customer Brand Perception.”

Research in Progress

1. Shibo Li, Jiaming Xu, and Baohong Sun, “Does Lenient Return Policy Hurt or Help E-Commerce Sales?”
2. Li Wang, Natasha Zhang and Baohong Sun, “An Empirical Study of User Ideation Behavior on Threadless.”
3. Jiaxin Du, Yingda Lu, Keren Zhao, “Understanding the Community Formation and Pricing of NFT – An Application of Dynamic GNN.”

Published Media Articles

1. 从卖设备到产业互联网平台：一个传统建筑企业的数字化跃迁之路, *Financial Times*, 2025
2. 中美科技博弈：AI 与生物制药的竞争与监管, *Financial Times*, 2025
3. AI 时代，中国企业的创新之路, *Financial Times*, 2024
4. 未来技术（人工智能、边缘计算、物联网、区块链）和商业应用, *Financial Times*, 2024
5. 中国科技企业国际化的机遇与挑战, *Financial Times*, 2024
6. “Metaverse and Web3.0”, Baohong Sun and Cathy Chen. *Harvard Business Review* (Chinese version), Nov 2022.
7. “Wisdom Medical – Cracking the “Tie Triangle” Dilemma,” *Harvard Business Review* (Chinese version), Jian Ni, Baohong Sun, and F. Zeng, Feb, 2019.

White Papers and Case Written on Digital Marketing and Global Branding

1. Animoca Brands: Bridging the Web2-Web3 Divide, 2025
2. 社区参与：品牌可以从 Web3 先锋身上学到什么, 2025

3. “Nio, Building Digital Community, “2024
4. “Engaging Community: What Brands Can Learn from a Web3 Pioneer,” 2023
5. “Digital Transformation at Sephora” 2023
6. “Kentucky China, Digital Transformation and Building Comparative Advantage,” 2022
7. “Digital Transformation Initiative: Unlocking B2B Platform Value,” whitepaper of World Economic Forum
 - a. (<http://reports.weforum.org/digital-transformation/wp-content/blogs.dir/94/mp/files/pages/files/wef-platform-report-final-3-26-17.pdf>)
8. Tsingtao Beer - Expansion and Branding Strategies
9. 30 Years of Tsingtao Beer in the US (multimedia case)
10. Globalization Strategies of Tsingtao Beer

TEACHING

Courses Taught

- Advanced Data Analysis (PhD)
- Advanced Choice Models (PhD)
- Marketing Principles (Undergraduate)
- Marketing Research (Undergraduate)
- Pricing Strategies (MBA, EMBA, Executive)
- Marketing Projects (MBA)
- Marketing Management (MBA, EMBA)
- Dynamic Optimization for Interactive Marketing (MBA)
- Social Media Marketing and E-Commerce (MBA, EMBA, Executives)
- Global Marketing Strategy: China (Global EMBA, Global Executives)
- Customer Relationship Management (EMBA, Executives)
- Digital Marketing and Global Brand Building (Global EMBA, Global Executives)
- Marketing Frontiers in Digital Age (Global EMBA, Global Executives)
- Digital Transformation: From Branding Perspective (MBA, EMBA, Executives)
- Technology-Driven Marketing Innovation (MBA, EMBA, Executives)
- Web3.0 Business Model Innovation and Opportunities for Brands (MBA, EMBA, Executives)

New Courses Developed

1. Branding in a Decentralizing World
 - 3 hour program on 3 waves of digital transformation, from Web1 to Web3
 - Executives
2. Deep Tech in the US and Business Applications 美国前沿科技
 - 2 days program featuring deep technology, biotechnology, AI, Web3, and investment trends
 - MBA, EMBA, Exec
3. Web3.0 Business Model Innovation and Opportunities for Brands
 - 2 full day program taught to MBA students and Startups (Chuangchuang Class by Alibaba)
 - MBA, EMBA, Exec

Baohong Sun

4. Digital Transformation and Global Best Practices
 - Multiple modules are designed on digital transformation and digital advancement
 - Target global executives
5. Technology-Driven Marketing Innovation and Business Models
 - 2 full day program taught to MBA students
 - MBA, EMBA, Executives
 - New course developed and launched to FMBA students in the summer of 2021
6. Digital Brand Building Product Launching Strategies in China
 - Modules are designed and delivered as customized program for companies expanding into China
7. Collaborate and Compete with Innovative China, CKGSB
 - One-week executive education program in NYC
 - For CEOs in the US and country head of MNCs in China
8. Global Brand Building in the Digital Era, CKGSB and Yale
 - One-week executive education program in NYC
 - For CMOs from MNCs
 - In collaboration with Yale University
 - Three editions in 2018, 2017 and 2016
9. Selling and Engaging Consumers without Going to China, CKGSB
 - Four days executive education program in NYC
 - Target CMOs of MNCs
10. Business Model Innovations in the Digital Era, CKGSB
 - Four days executive education program in New York
 - For entrepreneurs and CMOs of MNCs with cross-border investment and business opportunities
11. Dynamic Optimization for Interactive Marketing
 - Learning and acting on real-time customer information; Decision support for customer-centric and interactive marketing decision making
 - Offered to as an MBA elective at CMU in 2007, 2008, 2010
12. E-Commerce and Social Media Marketing
 - How to use social medial platforms? How to integrate social media to traditional marketing mix? Innovative Business Models
 - Offered to MBA, EMBA and CEO since 2010

STUDENT SUPERVISION

Doctoral Student

Sohum Mehrotra (PhD) Thesis Committee (Indiana University)

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**)
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)
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)
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)
Catherine 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**)

MBA

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

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)

ACADEMIC COMMITTEES SERVED

Program Committee of Alden G. Clayton Competition, 2023
Program Committee “Choice Symposium” hosted by INSEAD, 2023

Program Committee “China-Indian Conference” hosted by Yale University, 2022
Program Committee of Alden G. Clayton Competition, 2022
Program Committee for the Bass Conference 2019
Program Committee for the Bass Conference 2018
Program Committee for the Invitational Choice Symposium (2018-2019)
Program Committed for the China-India Insights Conference (2015-2019)
University Tenure Review Committee, CMU (2010-2011)
Faculty Senator Representative, CMU (2009-2011)
MBA CURRICULUM COMMITTEE, CMU (2009-2010)
Weil Research Prize Committee, CMU (2010)
MBA Admission Committee CMU (2007-2008)
Undergraduate Committee CMU (2007-2008)
Strategy Recruiting Committee CMU (2007-2008)
Marketing Recruiting committee CMU (2007-2008)
School wide Strategic Hiring Committee, CMU (2006-2007)
MBA Strategy Committee, CMU (2006-2007)
Women and Minority Recruiting Committee, CMU (2006-2007)
Undergraduate Committee, CMU (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)
Coordinator, Marketing Summer Camp, CMU (1999, 2000)
Member, Undergraduate Committee, CMU (1999, 2000)
Member, PhD Admission Committee, CMU (1997, 1998, 1999, 2000)

PROFESSIONAL ACTIVITIES

Invited Academic Talks at Marketing Workshops and Invitational Symposiums

- “Trajectory-Based Market Structure I Local Service Markets: A Graph View.” Chinese University of Hong Kong, 2026
- “Heterogeneous Graph Transformer Integrating Consumer Online Reviews and Offline Trajectories.” Colorado University, 2025
- “*Brand Intelligence*” The 8th Thought Leaders' Conference of Marketing Science and Innovation, Invited keynote presentation. April 2024.
- Invitational Choice Symposium, Session on *Metaverse*, Paris, August 2023.
- Seminar, George Mason University, Feb 2023
- “*Structural Model versus Machine Learning*,” Panel discussion, AI, Machine Learning and Business Analytics Conference, Harvard University, Dec. 2022.
- International Conference on *Crypto-Marketing*, Columbia Business School, Dec 2022
- Seminar, Temple University, Sept 2022.
- *New Business + Retail Insights*, Texas A&M Retail Center, 2021
- Invitational Choice Symposium, Session on *Personalized Medicine*, 2019.
- Johns Hopkins University, May 2018

- Marketing Research Camp, HEC, Paris, April 2017
- Invited discussant, Quantitative Marketing and Economics, Oct. 12-13, Chicago, 2007.
- Marketing Seminar, Temple University, Dec 2016
- Invitational Choice Symposium, Session on *Mobile Marketing*, Canada, 2016.
- Research Camp, Cornell University, April 2016
- Marketing Seminar, University of Texas at Dallas, April 2016
- Invited Plenary Talk, 2015 Thought Leadership Conference on Mobile Marketing and its Implications for Retailing, Texas, 2015
- 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
- Invited Plenary Talk, Marketing Science Emerging Markets Conference, Wharton, Sept 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.
- Invitational Choice Symposium, Session on *Consumer Dynamics*, Philadelphia, 2007.
- 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.
- *Information Technology Innovation and Marketing*, Shanghai, 2006.
- Invited Plenary talk and panel discussion, “Adaptive Learning and Proactive CRM,” International Forum on Marketing Science, Chengdu, July 1-2, 2006.
- Invited Plenary talk and panel discussion, “Publishing in Marketing Journals,” International Forum on Marketing Science, Chengdu, July 1-2, 2006.
- Dartmouth University, June 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.
- University of Houston, February 2004.
- Invitational Biennial MSI Young Scholars Program, Colorado, January 2004.

- Invitational Choice Symposium, Session on Choice Models in CRM, Colorado, 2004.
- Indiana University, November 2003.
- Rice University, September 2003.
- Instituto Tecnológico y de Estudios Superiores, México, September, 2003.
- Hong Kong University of Science and Technology, March 2003.
- Rice University, November 2002.
- Informs/EURO Conference, Istanbul, 2003.
- Informs/EURO Conference, Istanbul, 2003.
- The National Hardware Show, Guadalajara, Mexico, 2003.
- National University of Singapore, October 2002.
- University of California, Riverside, October 2002.
- Bayesian Conference, Ohio, November 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, "Fixed vs. Random Effects: Specification of Panel Data," World Congress of Economic/Econometrics Society, Tokyo, Japan, Aug. 1995.
- Invited Plenary talk, "Fixed vs. Random Effects: Specification of Panel Data," Plenary session, 5th Panel Data Conference, Paris, June 1994.

Conference Talks

- "Community Formation: A Graph View." Marketing Science Conference, 2026.
- "Image Network and Interest Graph – A Heterogeneous Network Embedding Approach to Analyze Social Curation on Pinterest." Marketing Science Conference, 2024.
- "Understanding the Community Formation and Pricing of NFT – An Application of Dynamic GNN" Marketing Science Conference, 2023.
- Artificial Intelligence, Machine Learning and Business Analytics, Harvard University, Dec. 2022.
- Artificial Intelligence Summit, New York, Nov. 2022
- "Understanding the Business-customer Network Using Consumer Mobility and Review Data -- A Heterogeneous Graph Transformer Approach," Marketing Science Conference, 2022
- "Consumer Mobility Data and Research Opportunities on Location Intelligent Retail" Marketing Science Conference, 2021.
- "Call for Research on Location-Smart Retailing Using Consumer Movement Data," Marketing Science Conference, 2020.
- "Machine Learning and Music Making," Artificial Intelligence Conference, New York, 2019.
- "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.
- “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,” 6th 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.

Conference Organized

- New York IRL & Metaverse Event, NYC NFT Day, September 20, 2023
- Co-organizer, Special Sessions at Marketing Science Conference, “Location Analytics and Consumer Location Intelligence, 2022
- Co-organizer, 3 Special Sessions at Marketing Science Conference, “Location Big Data and Consumer Location Intelligence (Session A, B, C), 2021
- Organizer, Special Session at Marketing Science Conference, “Location-Smart Retailing; Unlock the Power of 24/7 Consumer Movement Data,” 2020.

- CKGSB Annual Marketing Research Forum, Shanghai, 2019.
- 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

GLOBAL EVENTS AND SERVICE RELATED TO PROMOTING RESEARCH TO THE PRIVATE AND PUBLIC SECTORS

- World Economic Forum, Annual Meeting of the New Champions 2025, June 24-26.
- Invited WEF closed-door discussion on “Mobilizing Private Climate Finance: Unlocking capital through investible NDCs” Washington DC, April 24, 2025.
- China’s AI Deployment and Day-to-Day Applications, April 9, 2025.
- World Economic Forum, Annual Meeting of the New Champions 2024, June 25-27.
- World Economic Forum, Annual Meeting of the Global Future Councils, 2024, October 5 - 17
- World Economic Forum Annual Meeting (Winter Davos), 2024, Jan 15-19
- Ditchley’s Inaugural Winter Dialogue with Peter Thiel and Hermann Hauser, Ditchley Winter Dialogue: Technology and Democracy, London, 2022.
- Strategic Intelligence Outlook, World Economic Forum, Dec. 2022
- The Ditchley Winter Dialogue, London, Nov. 2022.
- AI Conference invited by Ditchley Foundation, London, Feb. 2022.
- Asia House, London, September 2020.
- Annual Meeting, Summer Davos, World Economic Forum, Dalian, July 2019
- Annual Meeting of Global Future Councils, World Economic Forum, Dubai, November 2018
- Annual Meeting of Global Future Councils, World Economic Forum, Dubai, November 2017
- Contributor, Sustainable Development Impact Summit, New York, September 2017
- Contributor, Summer Davos, “Algorithms Make the World go Round - or Wrong,” Dalian, 2017
- Moderator, Winter Davos, “Future Consumption.” World Economic Forum, Davos Klosters, Switzerland, 2017 (moderate the session on The Future Consumption with CEOs from Walmart, Heineken, Emirates, Alibaba etc.)
- Panelist, Winter Davos, “China’s Growing Middle.” World Economic Forum, Davos Klosters, Switzerland, 2017
- Discussion leader, Winter Davos, “The Power of Platforms,” World Economic Forum, Davos Klosters, Switzerland, 2017
- Annual Meeting of Global Future Councils, World Economic Forum, Dubai, November 2016
- World Economic Forum, Trust and Innovation: Platform Economy and the Transformation of Industry, New York, September 2016
- TAP Conference: The Brightest Minds in Mobile, New York, September 2016
- Moderator, “How to Cater to China’s Changing Consumer?” Summer Davos, World Economic Forum, 2016
- Speaker, “How to Design for Healthier Behaviors,” Summer Davos, World Economic Forum, 2016

- Moderator, Session on “Transformation of Consumer and Retail Industries.” Davos, World Economic Forum, Dalian, 2015
- Co-organize CKGSB forum “Innovations from the Emerging Markets,” Beijing, July 11, 2014 (100 participants)
- Co-organized 1st China Immersion Program, Beijing, Shanghai, Hangzhou, June 28-30, 2012 (25 participants)
- (invite 25 leading marketing scholars from all over the world to visit Alibaba, Baidu etc. and develop research collaboration opportunities)
- Co-organized 2nd CKGSB Marketing Research Forum, Beijing, June 27, 2012 (80 participants)
- Co-host Breakfast Dialogue on New Media Marketing with Professors Yuxin Chen, Shang Yang, and John Zhang, Beijing, July 2010 (20 participants)
- Co-host Branding Conference with the Economist, Beijing, 2008
- 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)
- 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)

MEDIA EXPOSURE

Guardian, “Cash is king — for now: China signals it will slow transition to cashless society” 2024

Washington Post, 2021

Asia House News Release, “What’s driving China’s tech boom?” 2020

EL PAIS on Pinduoduo, 2020

JING Daily, 2019

CNN, China South Post, 2018

China Daily, Shanghai TV, 2017

Winter Davos, Davos, Switzerland, 2017

New York Time, 2016

BBC, Global Times, Economic Daily 2015

FAST, China Daily, 2014

Telegraph, 2013

BBC Radio, London, 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
Smart Money, 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
CNBC, Business Strategy, Shanghai, 2004
CNBC, Business Strategy, Shanghai, 2004
CCTV, Dialogue, Beijing, 2004

SELECTED CONSULTING SERVICES TO INDUSTRY

2019	Microsoft, Alibaba
2016	Time Warner
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)

ADVISORY AND BOARD

2020-2025	Independent Director, Dada Nexus Limited of Jingdong
2018-2019	Council Member, The Global Future Council on Food System Innovation, World Economic Forum
2016-2018	Council Member, The Global Future Council on Behavioral Science, World Economic Forum
2012-present	Fellow, Leaders Excellence, Harvard Square
2011-present	CMOChina.com

Baohong Sun

2011-2013	Advisor, Shoppily.com
2008-2010	Advisory Council, INFORMS Society of Marketing Science (ISMS) (helped with ISMS's new initiative on providing new data sets to be used for academic research)
2006-present	Advisory Board, CMO Council™
2004-2005	Board of Director, Chinese Economic Society (CES)

MEMBERSHIP IN PROFESSIONAL SOCIETIES

Member, World Economic Forum, Expert Network
Member of American Marketing Association
Member of INFORMS
Member of American Economic Association
Member of Econometrics Society
Member of Chinese Economists Society
Member of Impact Circle: Digital Transformation of Industries, World Economic Forum