

## LUPING SUN( )

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### EDUCATION

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#### **Guanghua School of Management, Peking University, Beijing**

Ph.D. Candidate in Marketing, 2008 - Present

#### **Kellogg School of Management, Northwestern University, Evanston, USA**

Visiting Predoctoral Research Fellow, 2011 - 2012

#### **School of Management and Economics, Beijing Institute of Technology, Beijing**

B.A. in Management, 2004 - 2008

### RESEARCH INTERESTS

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Internet Marketing, Promotion, Social Interactions, Bayesian Methods, Choice Models

### PUBLICATIONS

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Wang, Xia, **Luping Sun**, and Hean Tat Keh (2013). "The Impact of Social Interactions on Consumer Choice Models: A Bayesian Approach." *forthcoming in International Journal of Research in Marketing*. (equal contribution)

Su, Meng, Xiaona Zheng, and **Luping Sun** (2013). "The Impact of Social Interactions on Consumer Choice Models: A Bayesian Approach." *Journal of Retailing*. (equal contribution)

Wang, Ping, **Luping Sun**, and Luluo Peng (2013). "The Impact of Social Interactions on Consumer Choice Models: A Bayesian Approach." *Nankai Business Review International*. (corresponding author)

Zhao, Zhanbo, **Luping Sun**, and Oguzhan Ergun (2012). "Sales? An Empirical Study on the Consumer-to-Consumer Interaction." *proceedings of 2012 International Joint Conference on Service Sciences*, 130-133. Shanghai, China.

Journal of Retailing, 7(4): 1-14.

(2012), *Journal of Retailing*, 15 (5): 151.

(2012), 52 'ø ÷ 7

Wang, Ping, **Luping Sun**, and Luluo Peng (2010). "Process in Online Word-of-Mouth: A Case Study of the 2010 Annual Conference of China Marketing Science, Beijing, China."

(2010) *JMS* 52(7)

### **HONORS AND AWARDS**

Fellow of 2013 AMA Sheth Foundation Doctoral Consortium, USA, 2013

President Fellowship of Peking University, 2012 - 2013

Academic Scholarship of Peking University, 2008 - 2011

The National Southwest Associated University Guocai Fellowship, 2009 - 2010

### **TEACHING INTERESTS**

Marketing Research, Principles of Marketing, Internet Marketing, Quantitative Marketing, Applied Statistics in Business

### **TEACHING EXPERIENCE**

Marketing Research Methods, Zhanbo Zhao, (graduate)

