

Yacheng Sun

CONTACT INFORMATION

:

EMPLOYMENT

EDUCATION

RESEARCH INTERESTS

,

REPRESENTATIVE PUBLICATIONS

Operations Research

Management Science

Management Science

Science

Marketing

Marketing Science

Marketing Science

□
□ Journal of Consumer Research

**WORKING
PAPERS**

◦

**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**

Instructor rating

2015 Instructor ratings

Frascona Teaching Excellence Award

2015 Instructor rating

**INVITED
TALKS**

**SELECTED
CONFERENCE
TALKS**

Marketing Science

alod

INFORMS Marketing Science Institute Conference

INFORMS Conference

Marketing Dynamics Conference

INFORMS Marketing Science Institute Conference

INFORMS Marketing Science Institute Conference

INFORMS Marketing Science Institute Conference

**REVIEWING
FOR**

Marketing Science, Management Science Journal of Marketing, Journal of Marketing Research, International Journal of Research in Marketing, Journal of Marketing Research

**ACADEMIC
SERVICES**

Journal of Marketing Science 《营销科学学报》

Asia Marketing Journal

REFERENCES

Baohong Sun

Shibo Li

Yubo Chen