

Hongye Sun

Curriculum Vitae

Education

University of Utah , USA Ph.D. in Marketing	2021 - 2026 (expected)
Nanjing University , China M.Phil. Marketing, GPA: 85/100, rank: 2/13	2017 - 2020
Jilin University , China B.A. Marketing, GPA: 89/100, 3.87/4.0, top 5%	2013 - 2017

Research Interests

Natural Experiments via Econometric Methods, Lab and Field Experiments, Natural Language Processing, Deep Learning Applications in Marketing, Potential of Large Language Models

Working Papers

Decoding the Language of LLMs: GPT's Craft in Product Descriptions

with Tianyu Gu, presented at INFORMS Marketing Science Conference, preparing for submission to Journal of Marketing.

Incorporating Firms' Proprietary Knowledge in LLM for Enhanced Customer Services

with Paul Hu, Eric Wu, and Tianyu Gu, in collaboration with the customer service team of a top car manufacturer, field experiment ongoing, targeting Marketing Science.

Optimizing LLM Performance as Customer Service Co-pilot

with Eric Wu, Paul Hu, and Tianyu Gu, in collaboration with the customer service team of a top car manufacturer, field experiment ongoing, targeting Management Science.

Influence of Farmer Photo Displays on Product Quality and Sales

with Arul Mishra, Himanshu Mishra, Wei Xu, and Tianyu Gu, in collaboration with a large chain supermarket (3500+ square meters per store), field experiment in preparation, targeting Journal of Consumer Research.

Adaptability in LLMs: Effects on Student Learning Performance in Classroom Settings

with Paul Hu, Tianyu Gu, and Eric Wu, field experiment in preparation, targeting Information Systems Research.

The Impact of Internal Management Practices on E-Commerce Success: A Difference-in-Differences Approach

with Tianyu Gu and Xiaotong Jin, in collaboration with a top e-commerce company, preparing for submission to Journal of Marketing.

Unraveling the Secrets of Global Movie Success: How Policy and Cultural Barriers Shape Box Office Performance

with Tianyu Gu, presented at INFORMS Marketing Science Conference.

Empowering Creative Ideation with Language Models: A Case Study of Product Design Innovation in a Beijing-based Creative Ideas Company

with Eric Wu, Paul Hu, and Tianyu Gu, preparing for submission to Journal of Marketing Research.

Unlocking the Black Box of Language Models: Bridging Human and Machine Cognition for Enhanced Performance

with Yu Qin and Olivia Sheng, targeting Marketing Science.

DeepVision: A Novel Deep Learning Framework for Visual Marketing Analysis and Consumer

Behavior Prediction

with Yu Qin, Arul Mishra, Himanshu Mishra, and Ye Bai, preparing for submission to Marketing Science.

Optimizing AI Adoption in Large-Scale Sales Forces: Balancing Employee Reactions and Organizational Strategies

with Liangding Jia, in collaboration with a company with over 500 salespeople, targeting Strategic Management Journal.

Harnessing AI for Youth Career Success: A Solution to China's Unemployment Crisis

with Yu Zhu and Hongli Zhang, based on a leading provincial STEM training center, considering MIS Quarterly.

Real-Time Video Analysis: Unveiling New Frontiers in Consumer Cognition Research

with Yu Qin and Yu Zhu, targeting Management Science.

Elevating Customer Expectations through Nursing Excellence: Insights from a Chain Aesthetic Hospital in China

with Xiangming Zhan, considering Marketing Science.

Research Experience

Master Thesis: The Effect of Word-of-Mouth on Box Office: a Emotional Resonance Perspective

June 2020

Leveraged online review data and interviews to examine the impact of expert vs. customer reviews on movie performance.

Research Assistant for Ann Veeck (Western Michigan) and Hongli Zhang (Jilin U)

Jul.2015 - Dec.2016

Participated in field research on youth consumption trends, including questionnaire design, data collection, and analysis.

Teaching Experience

Teaching Assistant to Marketing Research, University of Utah	Spring 2022, Spring 2023
Teaching Assistant to Marketing Analysis, University of Utah	Fall 2024
Teaching Assistant to Marketing Research, Nanjing University	Mar.2018 - Jun.2019
Teaching Assistant to Information System Management, Nanjing University	Mar.2018 - Jun.2019
Teaching Assistant to Marketing Strategy, Nanjing University	Sep.2017 - Dec.2017

Selected PhD/Graduate Coursework

Microeconomics, Intermediate Macroeconomics, Econometrics 1, Econometrics 2, Panel Data Analysis, Operations Research, Methodology of Management Research, Marketing Models, Marketing Strategy, Machine Learning, Deep Learning, Special Topics in Statistic, Financial Programming, Biomed Text Processing

Selected Awards & Scholarships

Outstanding Graduate, Nanjing University	2020
First-class Scholarship, Nanjing University	2017
First-class Scholarship, Jiling University	2015

Skills

Software: Python, STATA, R, SPSS, L^AT_EX

Language: Chinese (Native), English (Proficient, TOEFL: 106)

References

Tianyu Gu, Ph.D.

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David Eccles Professor of Marketing, University of Utah

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