

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

Papers Prepared for Submission

From Algorithms to Sales: A Field Study on the Performance of AI-Generated Product Descriptions

with Tianyu Gu and Paul Hu

Cooperation with Utah IS department and GMW e-commerce Company in USA. Presented at INFORMS Marketing Science Conference. Considering submission to Journal of Marketing.

Optimizing LLMs as Customer Service Co-Pilots: Effects of Centralized versus Non-Centralized and Distributed versus Non-Distributed Strategies

with Tianyu Gu and Paul Hu

Cooperation with Utah IS department and a top car manufacturer in South China. Preparing for submission to Marketing Science.

Generative AI in Sales Training: A Large Language Model Approach to Personalized Learning Optimization

with Yu Zhu

Cooperation with U of Delaware IS department. Methodology innovation paper. Preparing for submission to Management Science.

Structural Equation Modeling of Salesforce Resilience: Incentives, Information Asymmetry, and Organizational Design

with Yulin Hao, Mitchell Lovett

Cooperation with U of Rochester MKT department. Structural modeling paper. Planning submission to Marketing Science.

The Performance-Strategy Nexus: Appraisal Innovation and its Impact on Salesforce Effectiveness

with Liangding Jia

Cooperation with NJU and a company with over 500 salespeople. Considering Academy of Management Journal (AMJ) or Strategic Management Journal (SMJ).

Working Papers

Optimizing AIGC for FMCG Package Design: Field Studies to Balance Algorithmic Creativity and Brand Constraints

with Tianyu Gu and Paul Hu

Cooperation with Utah IS department and a Beijing-based Creative Ideas Firm. Serving as project lead. Considering Journal of Marketing Research.

Consumer Behavior and Visual Analytics: Mapping Time-Dependent Compliance and Perception in Retail Environments

with Arul Mishra and Himanshu Mishra

Cooperation with JLU MKT department, ASU IS department, and a large chain supermarket. Considering Journal of Consumer Research and Marketing Science.

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

with Yu Zhu and Yu Qin

Cooperation with U of Delaware IS department and ASU IS department. Considering Management Science or ISR.

Econometric Modeling of Price Optimization in Hyper-Diverse Product Ecosystems

with Yufeng Huang, Yulin Hao

Cooperation with U of Rochester MKT department. Structural modeling paper. Considering Marketing Science.

Balancing Efficiency and Reputation in Healthcare: An Empirical Analysis of Chain Hospital Management

with Xiangming Zhan

Cooperation with ASU public health and a chain hospital in North China. Considering health care section of Management Science.

Conference and Competition Projects

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.

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

with Olivia Sheng and Yu Qin

Methodology innovation project.

LLM-Enhanced Career Path Optimization: An Algorithmic Framework to Tackle STEM Youth Unemployment in China

with Xiao Fang and Yu Zhu

Cooperation with U of Delaware IS department and a leading provincial STEM training center.

Optimizing Market Access Strategies for Novel HIV Therapeutics

with Shannuo Li and Xiangming Zhan

Cooperation with Utah Pharmaceuticals and ASU public health.

Teaching Experience

- (expected) Lecturer to Principles of Marketing, University of Utah Spring 2025
- Lab Manager, University of Utah Spring 2022, Fall 2024
- Teaching Assistant to Principles of Marketing, University of Utah Fall 2024
- Teaching Assistant to Marketing Analysis, University of Utah Fall 2023
- Teaching Assistant to Marketing Research, University of Utah Spring 2022, Spring 2023
- Teaching Assistant to Marketing Research, Nanjing University Mar.2018 – Jun.2019
- Teaching Assistant to Information System Management, Nanjing University Mar.2018 – Jun.2019

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)

Committee Members

Tianyu Gu, Ph.D.

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