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EDUCATION

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

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

PUBLICATIONS

Wang, Xia, **Luping Sun**, and Hean Tat Keh (2013), "Consumer Responses to Variety in Product Bundles: The Moderating Role of Evaluation Mode," forthcoming in *International Journal of Research in Marketing*. (equal contribution)

Su, Meng, Xiaona Zheng, and **Luping Sun** (2013), "Coupon Trading and Its Impacts on Consumer Purchase and Firm Profits," conditionally accepted by *Journal of Retailing*. (equal contribution)

Wang, Ping, **Luping Sun**, and Luluo Peng (2013), "Modeling Product Attitude Formation Process in Online Word-of-Mouth," forthcoming in *Nankai Business Review International*. (corresponding author)

Zhao, Zhanbo, **Luping Sun**, and Meng Su (2012), "How to Increase Online Visits and Sales? An Empirical Study on the Consumer-to-Consumer Online Stores," In *proceedings of 2012 International Joint Conference on Service Sciences*, 130-133. Shanghai, China.

孙鲁平，汪平，苏萌(2011), "个性化商品推荐：基于"最近邻居"的加权协同过滤方法," 营销科学学报, 7(4): 1-14.

汪平，**孙鲁平**，彭璐珞(2012), "解析网络口碑的动态交互过程：一个基于网络回帖行为的分层贝叶斯选择模型," 南开管理评论, 15 (5): 141-151.

彭璐珞，**孙鲁平**，彭泗清(2012), "'减价 30%'还是'打 7 折'？一个基于调节匹配理论的促销框架效应," 营销科学学报, 8 (2): 99-114.

赵占波，**孙鲁平，**苏萌(2013), "C2C 中商品浏览量和销量影响因素的对比研究," 管理科学, 26 (1): 58-67.

MANUSCRIPT UNDER REVIEW

Su, Meng, **Luping Sun**, and Xiaona Zheng, "Intention – Behavior Discrepancy for Foreign vs. Domestic Brands in Emerging Markets: the Role of Consumer Knowledge," *Journal of International Business Studies*, under the 2nd round review. (corresponding author)

SELECTED WORK IN PROGRESS

Sun, Luping, Meng Su, and Yuxin Chen (2013). "A Field Experiment on the Short-term and Long-term Impacts of Online Product Recommendations." (dissertation in progress)

Sun, Luping, Meng Su, Hansheng Wang, and Minghua Jiang (2012). "Simultaneous Estimation of Promotion Effectiveness of a Large Number of Products on Retailer Profitability."

Chen, Yuxin, **Luping Sun**, and Song Yao (2012). "Dyadic Consumer Demand."

Wang, Ping, Jaihak Chung, Meng Su, and **Luping Sun** (2012). "Capturing the Unobserved Comparison Effect."

PROJECTS PARTICIPATED

2009/01-2011/12 "返券促销和黄牛应该被禁止吗？中间人的存在对商家利润和消费者福利的影响分析" (青年基金项目: 70802004), **key member**, in charge of model setup.

2012/01-2015/12 "获取和预测多维属性产品的消费者偏好：基于稀疏和完整自我明示数据的混合方法"(面上项目: 71172032), **key member**, in charge of data analysis.

CONFERENCE PRESENTATIONS

Sun, Luping, Ping Wang, and Meng Su (2011). "Understanding the Dynamic Process of Online Word-of-Mouth: A HB Choice Model for Online Response Behavior," *2011 INFORMS Marketing Science Conference*, Houston, USA.

Sun, Luping, Ping Wang, and Meng Su (2011). "Understanding the Dynamic Process of Online Word-of-Mouth: A HB Choice Model for Online Response Behavior," *2011 China Marketing Scholar Forum*, Beijing, China.

Wang, Ping, Jaihak Chung, Meng Su, and **Luping Sun** (2011). "Capturing the Unobserved Comparison Effect," *2011 INFORMS Marketing Science Conference*, Houston, USA.

Wang, Ping, **Luping Sun**, and Luluo Peng (2010), "Modeling Product Attitude Formation Process in Online Word-of-Mouth," *2010 Annual Conference of China Marketing Science*, Beijing, China.

彭璐珞，**孙鲁平** (2010)，"'降价 30%'还是'打 7 折'？一个基于调节聚焦匹配理论的折扣框架效应"，收录于 2010 年 JMS 中国营销科学学术年会论文集。

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 core, **Invited instructor**, Spring 2013)

Marketing Research, Meng Su, (MBA core, **Teaching Assistant**, Fall 2011)

Guanghua-Wharton joint program, John Z. Zhang & Rungting Tu, (MBA elective, **Teaching Assistant**, Spring 2011)

Service Marketing, Rungting Tu, (MBA elective, **Teaching Assistant**, Spring 2011)

Service Marketing, Rungting Tu, (undergraduate elective, **Teaching Assistant**, Spring 2011)

Brand Management, Guoqun Fu, (MBA core, **Teaching Assistant**, Fall 2009)

DOCTORAL COURSES ATTENDED

Marketing & Quantitative Modeling:

Marketing Models I&II, Meng Su and Jaihak Chung, at Peking University
Advanced Marketing Theory: Quantitative Perspective, Ting Zhu, at University of Chicago
Quantitative Modeling Seminar, Eric T. Anderson, at Northwestern University
Analytic Modeling Seminar, Anne Coughlan, at Northwestern University
Marketing Strategy, Hean Tat Keh, at Peking University
Special Topics in Marketing, Ping Tu, at Peking University

Methodology & Statistics:

Multivariate Data Analysis, Lakshman Krishnamurthi, at Northwestern University

Applied Econometrics I, Yi Qian, at Northwestern University
Applied Econometrics II, Song Yao, at Northwestern University
Advanced Econometrics, Jihai Yu, at Peking University
Statistical Analysis with Missing Data, Roderick J. Little, at Peking University
Regressions in Management Research, Hansheng Wang, at Peking University
Methods and Design in Social Science, Bobai Li, at Peking University
Structural Equation Modeling, Rungting Tu, at Peking University

Behavior & Psychology:

Consumer Behavior I&II, Jing Xu and Ying Zhang, at Peking University
Experimental Design and Analysis, Jing Xu, at Peking University

REFERENCES

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