

LUPING SUN()

Guanghua School of Management, Peking University

Beijing, China, 100871

Email: sunluping@gsm.pku.edu.cn

Phone: (86) 135-8188-0641

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.

(2011), "The Effect of Social Interactions on Consumer Choice," *Journal of Marketing Research*, 48(4): 1-14.

(2012), "The Effect of Social Interactions on Consumer Choice," *Journal of Marketing Research*, 49(5): 151-161.

(2012), öö 30%öö ö 7

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.

(2010) "Modeling Product Attitude Formation Process in Online Word-of-Mouth," *2010 Annual Conference of China Marketing Science*, Beijing, China.

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 course)

