

## LUPING SUN( )

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### EDUCATION

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**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

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

### PUBLICATIONS

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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.

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, 7(4): 1-14.

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,ò , 15 (5): 151.

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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 seminar)

