

Haoyan Sun

RBC331, 621 Taylor Street, Bethlehem, Pennsylvania 18015

College of Business and Economics,

Lehigh University

has517@lehigh.edu

ACADEMIC EMPLOYMENT

Assistant Professor

College of Business and Economics, Lehigh University

2017- Present

EDUCATION

Ph.D.	University of Washington, Seattle, WA Major: Information Systems Minor: Marketing	2017
M.S.B.A	University of Washington, Seattle, WA Major: Information Systems	2016
M.S.	University of Denver, Denver, CO Major: Finance	2009
B.S.	Shanghai University of International Business and Economics Major: Finance	2007

INTERESTS

Research Interests: E-commerce; Digital platform economy; Online marketing strategy; Paid search advertising; Social media; Economics of Information Systems.

Teaching Interests: Business analytics and data mining; Machine learning using R; Data communication and network security; Database and SQL; Enterprise systems.

RESEARCH/WORKING PROJECT

1. “An empirical analysis of seller strategy in an online marketplace,” (with Fan, M and Tan, Y)
 - first round Revise and Resubmit at *Information Systems Research*
2. “Assessing the effectiveness of live chat on conversion probability: Evidence from an online marketplace,” (with Chen, J and Fan, M)
 - prepare for submission to *Information Systems Research*
3. “The impact of social capital on realizing a trust-based social network,” (with Tan, Y)
 - In proceedings of the International Conference on Information Systems (*ICIS 2013*)
4. “What motivates seller to advertise? An empirical analysis of online seller’s paid search advertising spending” (with Fan, M and You, W)
 - work in progress, at writing stage

5. “Does offline location matter to online sales of agricultural products? An empirical analysis using BLP model” (with Fan, M and Huang, H)
 - work in progress, at data analysis stage
6. “Social learning and word-of-mouth in financial market: evidence from post-IPO stocks” (with Fan, M and Huang, H)
 - work in progress, at data analysis stage

INVITED JOURNAL PAPER

1. “Social media research: A review,” (with Wu, J., and Tan, Y)
 - Published at *Journal of Systems Science and Systems Engineering*.

CONFERENCE PRESENTATIONS

1. “Assessing the Effectiveness of Live Chat on Conversion Probability: Evidence from an Online Marketplace” (with Chen, J and Fan, M). Conference on Information Systems and Technology (**CIST 2016**), Nashville, TN, USA.
2. “How Does Communication Improve Conversion Rate On E-commerce: A Bayesian Approach,” (with Fan, M). **INFORMS 2015**, Philadelphia, PA, USA.
3. “E-commerce strategy: an analysis of online marketplace seller tactics,” (with Fan, M and Tan, Y). Conference on Information Systems and Technology (**CIST 2014**), San Francisco, CA, USA.
4. “The impact of social capital on realizing a trust-based social network,” (with Tan, Y). International Conference on Information Systems (**ICIS 2013**), Milan, Italy
5. “The impact of social capital on realizing a trust-based social network,” (with Tan, Y). **INFORMS 2013**, Minneapolis, MN, USA.

PROFESSIONAL EXPERIENCE

Research Scientist Intern, Amazon, Seattle, WA 2015.06 - 2015.08

Worked with Amazon supply chain group to do deep-dive analysis on outbound shipping cost, and built economic models to minimize the cost gap between actual shipping cost and optimal shipping cost. Proficiently utilized SQL and R to extract information and analyze data.

Research Analyst, Panorama Consulting Group, Denver, CO 2009.11- 2011.04

Conducted research on ERP vendors, cost/benefit analysis of ERP implementation, and ERP change management. Familiar with ERP industry and the role of ERP in managing business process.

TEACHING EXPERIENCE

Foster School of Business, University of Washington, Seattle, WA

- **Lab Instructor** (taught 7 quarters)
 - Business Data Communications (undergraduate level) **Average rating: 4.0/5.0**
- **Teaching Assistant**

- Statistical Analysis of Data (MBA level) **Rating: 4.5/5.0**
- Data Mining for Business Intelligence (undergraduate level)
- Database Management (undergraduate level)
- Information Technology and Organizational Strategy (master level)
- Enterprise Systems and Integration (master level)

Daniels College of Business, University of Denver, Denver, CO

- **Teaching Assistant**
 - Quantitative Method (EMBA level)

REVIEWER SERVICE

Information Systems Research, MIS Quarterly, Decision Support Systems, International Conference on Information Systems (ICIS), Workshop on Information Technologies and Systems (WITS), Conference on Information Systems and Technology (CIST)

HONORS & AWARDS

Foster PhD Fellowship
Haglund Fellowship
Evert McCabe Endowed Fellowship
Outstanding Graduate of Shanghai