

Haoyan Sun

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College of Business and Economics,

Lehigh University

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ACADEMIC EMPLOYMENT

Assistant Professor

College of Business, 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.

JOURNAL PUBLICATION

1. "An empirical analysis of seller advertising strategy in an online marketplace," with Fan, M and Tan, Y, Forthcoming in *Information Systems Research*.
2. "Social media research: A review," with Y, Tan and J. Wu, *Journal of Systems Science and Systems Engineering*, 22(3) 257-282, 2013.

WORKING PAPER

1. "Assessing the effectiveness of live chat on conversion probability: Evidence from an online marketplace," with Chen, J and Fan, M, Revise and Resubmit at *Production and Operations Management*

2. To Herd or to Watch: The Moderating Effect of Discussion Sentiment on Crowdfunding Behavior, with Zhang, H and You, W.
3. “What motivates seller to advertise? An empirical analysis of online seller’s paid search advertising spending” with Fan, M and You, W.

CONFERENCE PRESENTATIONS

1. “To Herd or to Watch: The Moderating Effect of Discussion Sentiment on Crowdfunding Behavior”. Conference on Information Systems and Technology (**CIST 2018**), Phoenix, AZ, USA.
2. “Assessing the Effectiveness of Live Chat on Conversion Probability: Evidence from an Online Marketplace. Production and Operations Management Society Annual Conference (**2018 POMS**), Houston, TX, USA
3. “Assessing the Effectiveness of Live Chat on Conversion Probability: Evidence from an Online Marketplace”. The Statistical Conference in E-Commerce Research” (**SCECR 2017**), Ho Chi Minh City, Vietnam.
4. “Assessing the Effectiveness of Live Chat on Conversion Probability: Evidence from an Online Marketplace”. Conference on Information Systems and Technology (**CIST 2016**), Nashville, TN, USA.
5. “How Does Communication Improve Conversion Rate On E-commerce: A Bayesian Approach”. **INFORMS 2015**, Philadelphia, PA, USA.
6. “E-commerce strategy: an analysis of online marketplace seller tactics”. Conference on Information Systems and Technology (**CIST 2014**), San Francisco, CA, USA.
7. “The impact of social capital on realizing a trust-based social network”. International Conference on Information Systems (**ICIS 2013**), Milan, Italy
8. “The impact of social capital on realizing a trust-based social network”. **INFORMS 2013**, Minneapolis, MN, USA.

TEACHING EXPERIENCE

College of Business and Economics, Lehigh University, Bethlehem, PA

- **Instructor**
 - Advanced Topics in Business Analytics (undergrad and graduate)
 - Business Analytics in Decision Making (MBA)

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

- **Lab Instructor**
 - Business Data Communications (undergraduate)
- **Teaching Assistant**
 - Statistical Analysis of Data (MBA)
 - Data Mining for Business Intelligence (undergraduate)
 - Database Management (undergraduate)
 - Information Technology and Organizational Strategy (graduate)

- Enterprise Systems and Integration (graduate)

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), China Summer Workshop on Information Management (CSWIM)

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.

HONORS & AWARDS

Foster PhD Fellowship

Haglund Fellowship

Evert McCabe Endowed Fellowship

Outstanding Graduate of Shanghai