

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	2017
M.S.B.A	University of Washington, Seattle, WA	2016
M.S.	University of Denver, Denver, CO	2009
B.S.	Shanghai University of International Business and Economics	2007

INTERESTS

Research Interests: E-commerce; Digital platform economy; Paid search advertising; Social media; Crowdfunding; 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. **Haoyan Sun**, Jianqing Chen, Ming Fan (2020). Effect of Live Chat on Traffic-to-Sales Conversion: Evidence from an Online Marketplace. forthcoming in *Production and Operations Management*.
2. **Haoyan Sun**, Ming Fan, Yong Tan (2020). An Empirical Analysis of Seller Advertising Strategies in an Online Marketplace. *Information Systems Research* 31(1):37-56.
3. Junjie Wu, **Haoyan Sun**, Yong Tan (2013). Social media research: A review. *Journal of Systems Science and Systems Engineering*. 22. 257-282.

WORKING PAPER

1. Matching Mechanism on civic crowdfunding platform. with Tan, X and Yao, Y.
2. To Show That You Care: How Do Starter Responses to Backer Comments Enhance Crowdfunding Performance? with Zhang, H and You, W.
3. The Power of Being Selfish: Exploring Backers' Motivations and Behavior in Crowdfunding Campaigns. with You, W.

4. “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

<i>Research Scientist Intern, Amazon</i> , Seattle, WA	2015.06 - 2015.08
<i>Research Analyst, Panorama Consulting Group</i> , Denver, CO	2009.11- 2011.04

HONORS & AWARDS

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