

# CHENGYAO SUN

Yale School of Management  
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## Postdoctoral Training

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Yale University, School of Management, 2024 – present  
Advisor: Nathan Novemsky

## Education

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Ph.D. Marketing, Washington University in St. Louis, 2024  
Advisors: Robyn LeBoeuf, Cynthia Cryder  
M.A. Social Sciences, University of Chicago, 2019  
B.A. Economics, University of California, Berkeley, 2017

## Papers

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### *Publications & invited revision*

Sun, C., Cryder, C., & Rick, S. I., “[A Co-Branding Conundrum: People Underuse Co-Branded Credit Cards Outside Their Featured Brands](#).” Revise & resubmit at *the Journal of Marketing Research*. (New version with credit card statement data)

Sun, C. & LeBoeuf, R. A. (2025), “[Prediction that Conflicts with Judgment: The Low Absolute Likelihood Effect](#).” *Journal of Experimental Psychology: General*, 154(4), 919–934.

- Winner, Buchan Prize for Best Behavioral Paper, Olin Business School, 2023

\*Jung, M. H., \*Sun, C., & Nelson, L. D. (2018), “[People Can Recognize, Learn, and Apply Default Effects in Social Influence](#).” *Proceedings of the National Academy of Sciences*, 115(35), E8105-E8106.

### *Working papers*

Sun, C., Wang, J., & Novemsky, N., “[Consumer Experiences Require Appraisal to Overcome Expectations](#).” *In preparation for Journal of Marketing Research* (manuscript available).

Voicheck, G., Sun, C., & Novemsky, N., “When Losing Feels Better Than It Should: Experience and Anticipation in Gambling.” *In preparation for Journal of Consumer Research* (manuscript available).

Sun, C., LeBoeuf, R. A., and Nelson, L. D., “Misforecasting First Times: A Pervasive Bias in Sequential Uncertainty.” *In preparation for Psychological Science* (poster available [here](#)).

*\*Equal contribution*

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### **Selected Work in Progress**

Sun, C., Rick, S., & Cryder, C., “Spreading debt across credit cards: Understanding a costly coping mechanism.” *In progress*.

Sun, C., LeBoeuf, R. A., “Undue price sensitivity to fixed-value gains.” *In progress*.

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### **Conference Talks**

Sun, C., Cryder, C., & Rick, S. I. (November 2024), “A Co-Branding Conundrum: Consumers Underuse Credit Cards Outside Their Featured Brands.” *The Society for Judgment and Decision-Making Annual Meeting*, New York City, NY

Sun, C., & LeBoeuf, R. A. (June 2024), “Prediction that Conflicts with Judgment: The Low Absolute Likelihood Effect.” *Behavioral Decision Research in Management*, Chicago, IL.

Sun, C., Cryder, C., & Rick, S. I. (March 2024), “A Co-Branding Conundrum: Consumers Underuse Credit Cards Outside Their Featured Brands.” *The Society for Consumer Psychology Annual Conference*, Nashville, TN.

Sun, C., & LeBoeuf, R. A. (March 2024), “Prediction that Conflicts with Judgment: The Low Absolute Likelihood Effect.” *The Society for Consumer Psychology Annual Conference*, Nashville, TN.

Sun, C., Cryder, C., & Rick, S. I. (June 2023), “Underusing Co-Branded Credit Cards Outside Their Featured Brands.” *The Society for Judgment and Decision-Making Inaugural Doctoral Symposium*, virtual.

Sun, C., & LeBoeuf, R. A. (November 2022), “Predicting Against Better Judgment: When People Don’t Predict What They Believe to Be Most Likely to Arise.” *The Society for Judgment and Decision-Making Annual Meeting*, San Diego, CA.

Sun, C., & LeBoeuf, R. A. (October 2022), “Predicting Against Better Judgment: When People Don’t Predict What They Believe to Be Most Likely to Arise.” *The Association for Consumer Research Annual Conference*, Denver, CO.

## **Service**

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Journal reviewing:        Management Science  
Conference reviewing:   Society for Judgment and Decision Making, Society for Consumer Psychology, Society for personality and Social Psychology

## **Awards & Honors**

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Winner, Best Behavioral Paper, Buchan Prize paper competition, Olin Business School, 2023.  
Moog Scholar, Olin Business School, 2023.  
Social Sciences Scholarship, University of Chicago, 2018.

## **Teaching & Mentoring**

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### ***Teaching Assistant:***

Olin Business School, Washington University in St. Louis  
Marketing Research, 2020 – 2022