Hongye Sun

Curriculum Vitae

Education

University of Utah, USA   2021 - 2026 (expected)
Ph.D. in Marketing

Nanjing University, China   2017 - 2020
M.Phil. Marketing, rank: 2/13

Jilin University, China   2013 - 2017
B.A. Marketing, top 5%

Research Interests

Causal Inference, Lab and Field Experiments, Machine Learning Marketing, and Computational Market Intelligence through LLMs

Working Papers

Optimizing the Use of a Large Language Model as a Co-Pilot in Customer Services
with Tianyu Gu, Paul Hu (Utah IS)
Field experiment with a major automotive manufacturer. Examining how different LLM deployment strategies affect customer service quality and efficiency.

Real-Time Video Analysis: Unveiling New Frontiers in Consumer Cognition Research
with Yu Zhu (Delaware IS)
Novel methodological approach combining computer vision and behavioral analysis. Developing new frameworks for understanding consumer behavior in real-time.

Work-in-Progress

Structural Modeling of Salesforce Resilience: Peer Effects, Historical Imprint, and Organizational Design
with Yulin Hao (Rochester MKT)
IRB_00179199
Analysis of 500+ sales agents over 24 months. Investigating how organizational structure and peer interactions shape sales performance.

Econometric Modeling of Price Optimization in Hyper-Diverse Product Ecosystems
with Yulin Hao (Rochester MKT)
Developing novel econometric approaches to optimize pricing strategies across complex product portfolios. Leveraging natural experiments in retail settings.

Purchase Patterns and Visual Analytics: Mapping Time-Dependent Compliance and Perception in Retail Environments
with Arul Mishra, Himanshu Mishra
IRB_00178761
Large-scale field study with comprehensive shopping data from a major retail chain. Examining how temporal factors influence consumer decision-making.

Unlocking the Black Box of Language Models: Bridging Consumer and Machine Cognition for Enhanced Performance
with Yu Qin (ASU IS), Olivia Sheng (ASU IS)
Developing new frameworks to understand and optimize LLM performance in marketing contexts. Combining behavioral theory with computational approaches.

Research Experience

Research Assistant   2021 - Present
Marketing Department, University of Utah

- Lead multiple field experiments and empirical studies examining AI applications in marketing

- Collaborate with industry partners to design and implement large-scale field studies

- Develop new methodological approaches combining econometrics and machine learning

Teaching Experience

- (expected) Lecturer to Principles of Marketing, University of Utah   Spring 2025
- Lab Manager, University of Utah   Spring 2022, Fall 2024
- Teaching Assistant to Principles of Marketing, University of Utah   Fall 2024
- Teaching Assistant to Marketing Analysis, University of Utah   Fall 2023
- Teaching Assistant to Marketing Research, University of Utah   Spring 2022, Spring 2023
- Teaching Assistant to Marketing Research, Nanjing University   Mar.2018 – Jun.2019
- Teaching Assistant to Information System Management, Nanjing University   Mar.2018 – Jun.2019

Selected PhD/Graduate Coursework

Microeconomics, Intermediate Macroeconomics, Econometrics 1, Econometrics 2, Panel Data Analysis, Operations Research, Methodology of Management Research, Marketing Models, Marketing Strategy, Machine Learning, Deep Learning, Special Topics in Statistic, Financial Programming, Biomed Text Processing

Selected Awards & Scholarships

Outstanding Graduate, Nanjing University   2020
First-class Scholarship, Nanjing University   2017
First-class Scholarship, Jilin University   2015

Skills

Software: Python, STATA, R, SPSS, LaTeX
Language: Chinese (Native), English (Proficient)

Committee Members

Tianyu Gu, Ph.D.
Assistant Professor of Marketing, University of Utah
tianyu.gu@eccles.utah.edu

Steve Carson, Ph.D.
Professor of Marketing, University of Utah
steve.carson@eccles.utah.edu

Arul Mishra, Ph.D.
Professor of Marketing, University of Utah
arul.mishra@eccles.utah.edu

Himanshu Mishra, Ph.D.
Professor of Marketing, University of Utah
himanshu.mishra@eccles.utah.edu

Paul Hu, Ph.D.
Professor of Information Systems, University of Utah
paul.hu@eccles.utah.edu