

Hongye Sun

Curriculum Vitae

Education

University of Utah , USA Ph.D. in Marketing	2021 - 2026 (expected)
Nanjing University , China M.Phil. Marketing, rank: 2/13	2017 - 2020
Jilin University , China B.A. Marketing, top 5%	2013 - 2017

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

Informal Ties and Sales Agent Turnover: Evidence from Randomized Dormitory Assignment

with Yulin Hao (Rochester MKT)

IRB_00179199

Analysis of 2000+ sales agents over 20 months. Investigating how informal ties and peer interactions shape sales people turnover.

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 Marketing Department, University of Utah	2021 - Present
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- 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

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| • (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, L^AT_EX
Language: Chinese (Native), English (Proficient)

Committee Members

Tianyu Gu, Ph.D.

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Paul Hu, Ph.D.

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