Shujing Sun

Simon Business School, University of Rochester
4-310 Carol Simon Hall, Rochester, NY 14627
(585) 622-8738 shujing.sun@simon.rochester.edu

EDUCATION

Simon Business School, University of Rochester Sep 2014-Now
Ph.D.(Expected 2019), Computer Information Systems (Minor: Applied Statistics)

College of Management and Economics, Tianjin University Sep 2010-Jul 2014
B.S., MIS; B.A., English

RESEARCH AND PUBLICATIONS

Dissertation

- Telemedicine - A Cost Effective Way to Improve ER Efficiency (Expected to complete by Jun 2018) (with Susan Lu, Huaxia Rui)
  In recent years, the problem of overcrowding in ER is getting increasingly worse. This is not only costly for hospital, but also compromises care quality and patient experience. Therefore, finding an effective way to improve ER efficiency is of great importance. Utilizing several large datasets from multiple resources, we investigate the potential of telemedicine in improving ER work flow. Initial analysis shows that telemedicine can significantly reduce patient's waiting time in ER, while ensuring care quality. In particular, the effect of telemedicine becomes stronger when patient's queue volume is high or patient's severity level is low.

Work-in-Progress

- Emoji Reactions and Customer Brand Engagement: Evidence from Facebook (with Yang Gao, Huaxia Rui)
  Customer brand engagement has been a widely recognized topic that draws attention from business practitioners and academic researchers. Existing studies have been limited to characteristics of posts that could drive the engagement. According to social information processing theory, channels, through which customers render responses, are also vital to levels of customer engagement. On June 24, 2016, Facebook added a feature that enabled customers to respond to brand posts with six animated emoji reactions in addition to the previous options (like, comment, share). To understand the potential effects of such a channel change, we explore a large dataset on Facebook, which contains all the posts published by S&P 500 firms and relevant information. We find that the channel change has a positive impact on levels of customer brand engagement in general. Our results also suggest that emoji reaction has asymmetric effects, where unpopular posts see a larger percentage increase in the engagement than the popular posts.

- Is the Support Group Supportive? - Examination of Competing Effects in Online Health Community
  Online health community is becoming an increasingly popular way for users to access other users with similar problems or experience. Many existing studies verify the positive effect of online health community. In particular, it offers patients opportunities to get emotional support and experience-based information about a particular problem or possible treatment strategies. To our best knowledge, no paper investigates whether patient's health condition has improved. This paper aims to study how user's condition evolves in an online depression

support group. In particular, we try to investigate the competing effects of one-way (venting) and two-way (contagion and social support) communication.

Conference Paper Presentation

- "Link Formation on Twitter: The Role of Achieved Status and Value Homophily." 2017 Hawaii International Conference on System Sciences

Journal Publication

- Yu Lin, Zheyong Bian, Shujing Sun, and Tianyi Xu. "A two-stage simulated annealing algorithm for the many-to-many milk-run routing problem with pipeline inventory cost." Mathematical Problems in Engineering (2015).