Chenshuo Sun

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EDUCATION

2022 **NYU Stern School of Business, USA**
Ph.D. Candidate in *Information Systems* - GPA: 4/4

2017 **Tsinghua University, China**
M.S. in Engineering (specialize in *Transportation Economics*) - GPA: 3.8/4

2014 **Sichuan University, China**
B.Eng. in *Electrical Engineering with Honor* - GPA: 3.9/4 (Rank 1/203)

JOURNAL PUBLICATIONS

1. Sun C, Pei X, Hao J, Wang Y, Zhang Z, Wong SC. "Role of road network features in the evaluation of incident impacts on urban traffic mobility". **Transportation Research Part B: Methodological**, (2018) 117, 101-116.
   - **Master's degree thesis** published in the flagship journal in the transportation field. Submitted 12/2016. Revised 09/2017 and 03/2018. Accepted 08/2018.

WORKING PAPERS

2. Sun C, Adamopoulos P, Ghose A, Luo X. "Predicting stages in the consumer path-purchase journey: an omnichannel deep-learning model". Under 3rd-round review at **Information Systems Research**.
   - [**Grant**] NYU CGEB Research Grant
   - [**Talk**] Temple Workshop (2018), CMU (2018), WISE (2018), SCECR (2019), ISMS (2019), Yale-MIT CIIC (2019), Temple (2019), MIT CODE (2019), AI/ML/BA (2019), WCBA (2020), ISMS (2020), CIST (2020)

3. Sun C, Shi Z, Liu X, Ghose A. "Alexa shopping—the effect of voice assistants on consumer purchase and search behavior". In preparation for 2nd-round review at **Marketing Science**.
   - [**Grant**] MSI Grant 2020, Alibaba Research Grant, NYU CGEB Research Grant

- [**Talk**] TPM (2019), ISMS (2019), MIT CODE (2019), Temple (2019), PKU (2019)*, WISE (2019), WCBA (2020), TADC (2020), ISMS (2020), SCECR (2020), ZEW ICT (2020), CIST (2020), AI/ML/BA (2020)
- [**Media**] **Working Capital Review**, **NewVoice.ai**, **SBVC.com.br**

4. Ghose A, Li B, Macha M, Sun C, Foutz NZ. "Sacrificing Privacy for Social Good: Did America Unite amid COVID-19?" Under 1st round review at **Management Science**.
   - [**Talk**] UMN Carlson (2020)*, CMU-Pitt SITE (2020)*, CODE (2020), ICIS (2020)

5. Sun C, Ghose A, Liu X. "Merging omnichannel behavioral data: a similarity-based multi-view approach". Reject & resubmission at **Information Systems Research**.
   - [**Award**] **Finalists of the MSI Working Paper Competition with Cash Award**
   - [**Grant**] MSI Grant 2018, CGEB Ph.D. Research Grant 2018
   - [**Talk**] Wharton WINDS (2018), ISMS (2019), WCBA (2020), MISQ (2020)
   - [**Media**] **MSI**

CONFERENCES PRESENTATIONS AND INVITED TALKS

1. Dec. 2020 ***ICIS*** - *International Conference on Information Systems* (28% accepted), Zoom.
2. Dec. 2020 *Conference on AI/ML/BA*, Zoom.
3. Nov. 2020 ***CIST*** - *Conference on Information Systems and Technology*, Zoom.
4. Nov. 2020 ***CODE*** - *Conference on Digital Experimentation*, Zoom.
5. Aug. 2020 ***MISQ*** *Virtual Author Development Workshop*, Zoom.
6. July 2020 ***ZEW ICT*** - *ZEW Conference on the Economics of ICT* (12 papers accepted), Zoom.
7. Jun. 2020 ***SCECR*** - *Statistical Conference in E-Commerce Research*, Zoom.
8. Jun. 2020 ***ISMS*** - *Marketing Science Conference*, Zoom.
9. May 2020 ***TADC*** - *Trans-Atlantic Doctoral Conference*, London.
10. Mar. 2020 ***WCBA*** - *Winter Conference on Business Analytics*, Snowbird, UT.
11. Mar. 2020 ***NBER*** *Digitization Meeting*, Stanford, CA.
12. Mar. 2020 ***NBER*** *Digitization Ph.D. Tutorial*, Stanford, CA.
13. Dec. 2019 *Tsinghua-Berkeley Shenzhen Institute* (invited talk), Shenzhen, China.
14. Dec. 2019 ***WISE*** - *Workshop on Information Systems & Economics*, Munich.
15. Dec. 2019 *Conference on AI/ML/BA*, Temple Fox, Philadelphia, PA.
16. Nov. 2019 ***CODE*** - *Conference on Digital Experimentation*, MIT Sloan, Cambridge, MA.
17. Oct. 2019 *Workshop at Fox School of Business*, Temple Fox, Philadelphia, PA.
18. Sep. 2019 ***CIIC*** – *Yale MIT China India Insights Conference*, MIT Sloan, MA.
19. Jun. 2019 ***ISMS*** - *Marketing Science Conference*, Rome, Italy.
20. Jun. 2019 ***SCECR*** - *Statistical Conference in E-Commerce Research*, Hong Kong.
21. May 2019 ***TPM*** - *Theory + Practice in Marketing* (< 20% accepted), New York, NY.

22. Dec. 2018 ***WISE*** - *Workshop on Information Systems & Economics*, San Francisco, CA.
23. Dec. 2018 *CMU Conference on Digital Marketing and Machine Learning*, Pittsburgh, PA.
24. Oct. 2018 ***WINDS*** - *Wharton Innovation Doctoral Symposium*, Philadelphia, PA.
25. Aug. 2018 *Workshop at Fox School of Business*, Philadelphia, PA.
26. Nov. 2016 ***INFORMS*** *Annual Meeting*, Nashville, TN.
27. Nov. 2016 *IEEE Intelligent Transportation Systems Conference,* Rio de Janeiro, Brazil.

RESEARCH GRANTS

2020 P.I. MSI Research Grant ($9,550), Marketing Science Institute (MSI)
2019 P.I. Research Grant for Ph.D. Student ($1,000), NYU CGEB 2019-Fall
2019 P.I. Research Grant for Ph.D. Student ($4,000), NYU CGEB 2019-Spring
2018 P.I. MSI Research Grant ($6,500), Marketing Science Institute (MSI).
2018 P.I. Research Grant for Ph.D. Student ($5,000), NYU CGEB 2018-Fall
2018-onward Travel grants ($5,600), from miscellaneous travel grants and awards

AWARD & HONORS

2021 Tang Private Fellowship ($7,500). 100 Ph.D. students selected worldwide.
2020 Teaching Commendation from the Vice Dean for Doctoral Education of NYU Stern.
2020 Tang Private Fellowship ($7,000). 100 Ph.D. students selected worldwide.
2019 INFORMS Marketing Science Doctoral Consortium Fellow.
2018 Finalists ($750), MSI 2018-2020 Research Priorities Working Paper Competition.
2018 Tang Private Fellowship ($3,000). 100 Ph.D. students selected worldwide.
2017-2022 Ph.D. Student Fellowship (until Ph.D. graduation), NYU Stern.
2015 Academic Scholarship, Tsinghua University.
2014 Top-10-list Student (among 60k students), Sichuan University.
2013 P.I, Research Grant for UG from Ministry of Education, P.R. China ($4,750).
2013 Meritorious Winner of the Mathematical Contest in Modeling.
2012-2022 Tang Private Fellowship ($1,500 every year until Ph.D. graduation).
2011 National Scholarship. Top 2%, by Ministry of Education, P.R. China.

TEACHING EXPERIENCE

1. Lecturer of 4 units UG core course, 32 students, "*Information Technology in Business & Society*" at NYU Stern. Summer 2020.
    - **Teaching Commendation from the Vice Dean for Doctoral Education**
    - **Instructor evaluation**: **4.8/5.0** (Department average: 4.3/5.0)

- **Course evaluation**: **4.7/5.0** (Department average: 4.2/5.0)
- Yielded 500+ Twitter engagements with colleagues and peers online.

2. Teaching Assistant with Professor Anindya Ghose:
   - *Digital Marketing Analytics*, MSBA, Summer 2019, Summer 2020
   - *Digital Marketing Analytics*, EMBA, Spring 2019, Spring 2020
   - *Digital Marketing Analytics*, MBA, Fall 2019, Summer 2019, Summer 2020

3. Teaching Assistant with Professor Ravi Bapna:
   - *Data Mining in R*, MSBA, Fall 2020

4. Mentor of undergraduates on their senior projects:
   - Deep-learning based video data analysis
   - Human mobility with trajectory data

OTHER PUBLICATIONS

1. Dhar V., Sun C., Batra P. "Transforming finance into vision: concurrent financial time series as convolutional nets", **Big Data,** 2019.

INDUSTRY EXPERIENCE

2019 **Alibaba**, Hangzhou, China.
Research Fellow. Collaborate on the research project "voice shopping".

2016 **Amazon Web Services (AWS)**, Beijing, China.
Solutions Architect. Design cloud computing architectures.

SERVICES

1. **Chair of ISPOC** (Information Systems Student Presentations over the Cloud), a virtual job market practice talk series.
2. Ph.D. Applicant Readership Committee at NYU Stern IS Group in 2019/2020.
3. Reviewer for **ISR** and **ICIS** 2018/2019/2020.
4. Session chair for INFORMS Marketing Science Conference 2019.

MISCELLANEOUS

- I have been a **competitive swimmer** (butterfly stroke and freestyle) since 2009. 'A' Times in USA Swimming Time Standards. NYU men water polo club player.
- Real-estates industry fan. I have been a New Jersey Real Estate Licensee since 2019.
- I was TV anchor in the collage. I am an avid fan of comedy and fashion.