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Chenshuo Sun

Ph.D. Candidate in Information Systems
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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.

WORKING PAPERS

2. Sun C, Adamopoulos P, Ghose A, Luo X (2020) "Predicting stages in the consumer path-purchase journey: an omnichannel deep-learning model". Under 3rd-round review at **Information Systems Research**.
   - [**Grant**] MSI Grant 2018, CGEB Ph.D. Research Grant 2018
   - [**Award**] **Finalists of the MSI Working Paper Competition with Cash Award**
   - [**Talk**] Wharton WINDS (2018), Temple (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), MISQ (2020), CIST (2020), WISE (2020)
   - [**Media**] **Marketing Science Institute**

3. Sun C, Shi Z, Liu X, Ghose A (2020) "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, CGEB Research Ph.D. 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), WITS (2020)
- [**Media**] **Working Capital Review**, **NewVoice.ai**, **SBVC.com.br**

4. Ghose A, Li B, Macha M, Sun C, Foutz NZ (2020) "Sacrificing Privacy for Social Good: Did America Unite amid COVID-19?" Reject & resubmission at **Management Science**.
    - [**Talk**] UMN Carlson (2020)*, CMU-Pitt SITE (2020)*, CODE (2020), AI/ML/BA (2020)*, ICIS (2020)*

WORK IN PROGRESS

5. Sun C and Ghose A. "Economics of 5G" (2021)
    - [**Grant**] CGEB Ph.D. Urgent Research Grant
6. Sun C, Li B, Ghose A. "Location Intelligence and Innovation" (2021).

AWARD & HONORS

2021 JP Morgan PhD Fellowship. 10 Ph.D. students selected worldwide.
2021 Tang Private Fellowship (US$7,500). 100 Ph.D. students selected worldwide.
2020 ICIS 2020 India Registration Grant for Doctoral Students.
2020 Teaching Commendation from the Vice Dean for Doctoral Education of NYU Stern.
2020 Tang Private Fellowship (US$7,000). 100 Ph.D. students selected worldwide.
2019 INFORMS Marketing Science Doctoral Consortium Fellow.
2018 Finalists (US $750), MSI 2018-2020 Research Priorities Working Paper Competition.
2018 Tang Private Fellowship (US$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. *Below are pre-doctoral awards*.
2014 President's List, Sichuan University.
2013 Meritorious Winner of the Mathematical Contest in Modeling.
2011 National Scholarship. Top 2%, by Ministry of Education, P.R. China.

RESEARCH GRANTS

2021 P.I. Urgent Research Grant for Ph.D. Student (US$2,000), NYU CGEB
2020 P.I. MSI Research Grant (US$9,550), Marketing Science Institute (MSI)
2019 P.I. Research Grant for Ph.D. Student (US$1,000), NYU CGEB 2019-Fall
2019 P.I. Research Grant for Ph.D. Student (US$4,000), NYU CGEB 2019-Spring
2018 P.I. MSI Research Grant (US$6,500), Marketing Science Institute (MSI)

2018 P.I. Research Grant for Ph.D. Student (US$5,000), NYU CGEB 2018-Fall
2018-onward Travel grants (US$5,600), from miscellaneous travel grants and awards

CONFERENCES PRESENTATIONS AND INVITED TALKS

1. Mar. 2021 ***NBER*** - *Digitization Ph.D. Tutorial*, Stanford, Virtual.
2. Dec. 2020 ***WISE*** - *Workshop on Information Systems & Economics*, Virtual.
3. Dec. 2020 ***WITS*** - Workshop on Information Technologies and Systems, Virtual.
4. Dec. 2020 ***ICIS*** - *International Conference on Information Systems*, Virtual.
5. Dec. 2020 *Conference on AI/ML/BA*, Virtual.
6. Nov. 2020 ***CODE*** - *Conference on Digital Experimentation*, Virtual.
7. Nov. 2020 ***CIST*** - *Conference on Information Systems and Technology*, Virtual.
8. Aug. 2020 ***MISQ*** *Virtual Author Development Workshop*, Virtual.
9. July 2020 ***ZEW ICT*** - *ZEW Conference on the Economics of ICT* (12 papers accepted), Virtual.
10. Jun. 2020 ***SCECR*** - *Statistical Conference in E-Commerce Research*, Virtual.
11. Jun. 2020 ***ISMS*** - *Marketing Science Conference*, Virtual.
12. May 2020 ***TADC*** - *Trans-Atlantic Doctoral Conference*, accepted but cancelled.
13. Mar. 2020 ***WCBA*** - *Winter Conference on Business Analytics*, accepted but cancelled.
14. Mar. 2020 ***NBER*** *Digitization Meeting*, Stanford, CA.
15. Mar. 2020 ***NBER*** *Digitization Ph.D. Tutorial*, Stanford, CA.
16. Dec. 2019 *Tsinghua-Berkeley Shenzhen Institute* (invited talk), Shenzhen, China.
17. Dec. 2019 ***WISE*** - *Workshop on Information Systems & Economics*, Munich.
18. Dec. 2019 *Conference on AI/ML/BA*, Temple Fox, Philadelphia, PA.
19. Nov. 2019 ***CODE*** - *Conference on Digital Experimentation*, MIT Sloan, Cambridge, MA.
20. Oct. 2019 *Workshop at Fox School of Business*, Temple Fox, Philadelphia, PA.
21. Sep. 2019 ***CIIC*** – *Yale MIT China India Insights Conference*, MIT Sloan, MA.
22. Jun. 2019 ***ISMS*** - *Marketing Science Conference*, Rome, Italy.
23. Jun. 2019 ***SCECR*** - *Statistical Conference in E-Commerce Research*, Hong Kong.
24. May 2019 ***TPM*** - *Theory + Practice in Marketing*, New York, NY.
25. Dec. 2018 ***WISE*** - *Workshop on Information Systems & Economics*, San Francisco, CA.
26. Dec. 2018 *CMU Conference on Digital Marketing and Machine Learning*, Pittsburgh, PA.
27. Oct. 2018 ***WINDS*** - *Wharton Innovation Doctoral Symposium*, Philadelphia, PA.
28. Aug. 2018 *Workshop at Fox School of Business*, Philadelphia, PA.
29. Nov. 2016 ***INFORMS*** *Annual Meeting*, Nashville, TN.
30. Nov. 2016 *IEEE Intelligent Transportation Systems Conference,* Rio de Janeiro, Brazil.

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, Spring 2021

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

OTHER PUBLICATIONS

1. Dhar V., Sun C., Batra P. "Transforming finance into vision: concurrent financial time series as convolutional nets", **Big Data,** 2019.
2. Sun C., Ghose A., Liu X. "Automating Online-Offline Data Merger for Integrated Marketing", **Report, Marketing Science Institute**, 2018.

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. Ad-hoc reviewer for **ISR, MISQ** and **ICIS** 2018/2019/2020.
3. Session chair for INFORMS Marketing Science Conference 2019.

OTHER FUN FACTS

- 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 (2018).
- Real-estates industry fan. I passed the New Jersey Real Estate Licensee Exam.

- I love literary writing and my essay was once published by the largest newspaper in China (whose circulation was 3 million). I was also a collage TV anchor.