Applicant's Information

Yichen SUN

Ph.D. Candidate in Information Systems

National University of Singapore

Email: yichen.s@u.nus.edu

Contact number: +65 91254803

Area of Interest:

Digital entrepreneurship and entrepreneurial strategies, particularly how entrepreneurs could leverage emerging technological trends (e.g., artificial intelligence, low-code/no-code tools etc.), and the respective performance (e.g., short-term funding, long-term survival etc.) implications, using applied econometrics methods.

Year of Entry into the Ph.D. Program: 2022

Expected Year of Completion: 2026

Faculty Member Supplying Letter of Recommendation:

Thesis supervisor, Assistant Professor Shi-Ying LIM (sylim@nus.edu.sg)

National University of Singapore

Yichen SUN (Curriculum Vitae)

EDUCATION

National University of Singapore — *Singapore, Jan 2022 – Present*

Ph.D. candidate in Information Systems, Department of Information Systems and Analytics, School of Computing (expected 2026)

- GPA: 4.90/5.0
- Supervisors: Dr. Shi-Ying Lim, A/P Khim-Yong Goh
- Research area: digital entrepreneurship, digital strategy
- Methods: quantitative and econometric methods
- Coursework: econometrics methods, quantitative methods, qualitative methods, data mining, applied econometrics (audited at MIT), entrepreneurial strategy (audited at MIT), large-scale inference (audited at MIT)

MIT Sloan School of Management — *Cambridge, MA, Aug 2024 – Jan 2025*

Visiting Doctoral Student

- Host Professor: Professor Charles Fine
- Activities: Engage in research collaboration on digital start-ups' strategies, attend seminars, participate in academic discussions, and audit classes

National University of Singapore — *Singapore, Aug 2015 – May 2019*

B.S. in Business Analytics, GPA 4.39/5.0

CONFERENCE PRESENTATIONS

[1] **Sun, Y.**, Lim, S.Y., and Goh, K.Y., "Legitimacy Tradeoffs: Use of Low-Code/No-Code Tools and Digital Start-ups' Funding", in *Proceedings of the 45th International Conference on Information Systems*, Bangkok, Thailand, December 15-18, 2024

[2] **Sun, Y.**, Lim, S.Y., and Goh, K.Y., "Search for Product-Market Fit with Externally Developed Components: Effects on Time to Product-Market Fit", in *Proceedings of the 44th International Conference on Information Systems*, Hyderabad, India, December 10-13, 2023

[3] **Sun, Y.**, Lim, S.Y., and Goh, K.Y., "Use of Externally-Sourced Digital Components and Start-up's Time to Product Market Fit", Academy of Management 2023, Boston, U.S.A., August 4-8, 2023

OTHER PRESENTATIONS

[1] **Sun, Y.**, Lim, S.Y., and Goh, K.Y., "Legitimacy Tradeoffs: Use of Low-Code/No-Code Tools and Digital Start-ups' Funding", 4th AIS SIG DITE Paper Development Workshop on Digital Innovation, Transformation, and Entrepreneurship — *Cleveland, OH, Sep 26-28, 2024*

WORKING PAPERS

[1] **Sun, Y.**, Lim, S.Y., and Goh, K.Y., "Implication of Technological Hype on Venture Funding Outcome" (Data analysis in progress)

[2] Tang, S., **Sun, Y.**, and Lim, S.Y., "From Flexibility to Risk: The Relationship Between Changes and Funding Delays in Digital Ventures" (Data analysis in progress)

AWARDS AND RECOGNITIONS

- **Association for Information Systems** Entrepreneurial Innovation Fellowship, Cohort 2025
- **International Conference of Information Systems** Best Paper in Track, 2024
- **NUS** School of Computing Research Achievement Award, 2024
- **NUS** Overseas Immersion Research Award, 2024
- **NUS** School of Computing Research Achievement Award, 2023

TEACHING EXPERIENCES

- **Teaching Assistant** "Risk Analytics", undergraduate class, NUS, *Jan – May 2025*
- **Teaching Assistant** "Information Technologies in Financial Services", undergraduate class, NUS, *Jan – May 2024*
- **Teaching Assistant** "Digital Entrepreneurship", postgraduate class, NUS, *Aug – Dec 2023*
- **Teaching Assistant** "Risk Analytics", undergraduate class, NUS, *Jan – May 2023*
- **Teaching Assistant** "Analytics for Capital Market Trading and Investment", undergraduate class, NUS, *Jan – May 2022*

PROFESSIONAL ACTIVITIVES AND SERVICES

- **Reviewer**, Pacific Asia Conference on Information Systems (PACIS), 2024
- **Reviewer**, International Conference on Information Systems (ICIS), 2022, 2023
- **Paper Session Lead**, Academy of Management (AOM), 2023

INDUSTRY EMPLOYMENTS

Government of Singapore Investment Corporation, Singapore *2020 – 2022*
- Strategist – Private Equity

Government of Singapore Investment Corporation, Singapore *2019 – 2020*
- Trainee – Graduate Professional Program

Bank of America, Merrill-Lynch, Singapore *2018 – 2018*
- Summer Technology Analyst – Fixed Income, Cash, and Commodities

Shopee, Singapore *2017 – 2017*
- Data Analyst Intern – Regional Business Intelligence

REFERENCES

Shi-Ying Lim
Assistant Professor, Information Systems and Analytics
National University of Singapore
sylim@nus.edu.sg

Khim-Yong Goh
Head of Department
Associate Professor, Information Systems and Analytics
National University of Singapore
disgohky@nus.edu.sg

Letter of Interest

Dear Members of the NBER Entrepreneurship Research Boot Camp Committee,

I am writing to express my enthusiastic interest in the NBER Entrepreneurship Research Boot Camp 2025. I am currently a fourth-year Ph.D. candidate in the department of Information Systems and Analytics at the National University of Singapore, and have successfully defended my thesis proposal.

My interest in the area of digital entrepreneurship emerged when I was working in the venture capital industry, where I spent time conducting in-depth analyses of technology start-ups from an investor's perspective. I became intrigued by how entrepreneurs can strategically leverage emerging technological trends in their entrepreneurial journey, and the challenges investors face when evaluating start-ups in a rapidly evolving technological environment. This curiosity led me to return to my alma mater to pursue a doctoral degree.

Currently, my dissertation is organized into three studies. The first study investigates start-ups' use of low-code/no-code (LCNC) tools and how this could accelerate their time to product-market fit. After presenting this study at various leading conferences, such as the Academy of Management 2023, I submitted it to a journal at the end of last year. The second study examines how the combination of LCNC tools and business novelty influences start-up legitimacy and investor funding decisions. I am currently conducting post-analyses experiments to deepen the investigation. The third study, still in its early stage, focuses on investigating the responses of entrepreneurs to technological hypes and the evaluation processes employed by investors when assessing start-ups amidst a technological hype.

In addition to my dissertation, I have several plans for future research. First, I intend to examine pivoting behaviours among entrepreneurs, specifically investigating when and why do pivots fail. Second, I plan to examine how regulations shape entrepreneurial ecosystems, influencing the formation and survival of entrepreneurial endeavours.

There are several reasons why I am eager to participate in this boot camp. First, my studies align closely with NBER's focus on entrepreneurship and innovation-driven economic growth. The opportunity to interact with leading scholars in this fields, such as Professors Jorge Guzman, Josh Lerner and Scott Stern, whose work has been a significant source of inspiration for me, is invaluable. Engaging with this community of like-minded scholars will provide critical insights that will help refine my dissertation and guide the development of my future research. Additionally, the chance to build lasting connections with these scholars and fellow doctoral students who share similar research interests will significantly enhance my academic and professional journey. Moreover, I look forward to strengthening my research skills through the engaging lectures and discussions offered at the boot camp.

Thank you for considering my application. I have had the privilege of immersing myself in the academic environment in Cambridge during my visit to MIT Sloan last year, and am eager to return to the area to continue engaging with cutting-edge research and scholars in the field. I look forward to the possibility of contributing to and learning from the distinguished participants in the field of entrepreneurship through the boot camp.

Sincerely,

Yichen Sun

February 15, 2025

To Whom It May Concern,

I am pleased to recommend Miss Yichen SUN for the NBER Entrepreneurship Research Boot Camp 2025. Yichen is a fourth-year Ph.D. student in the Department of Information Systems and Analytics at the National University of Singapore (NUS). As her co-supervisor, alongside Associate Professor Khim-Yong Goh, I have closely observed her progress and achievements as a Ph.D. student. She also completed a visiting student position at the Massachusetts Institute of Technology (MIT) Sloan School of Management with Professor Charles Fine in the fall of 2024.

Yichen's research interests focus on digital entrepreneurship. She brings to her research extensive industry experience, having served as a strategist in private equity for Singapore's sovereign wealth fund and evaluated start-ups in various capacities. She draws on various lines of thought from paradigms and courses from different faculties, such as Information Systems, Strategy, and Economics in her research.

Yichen is a highly motivated and productive researcher. The first study in her thesis focuses on the use of low-code/no-code tools by digital start-ups and their effect on start-ups' times to product-market fit. This paper was accepted at both the Academy of Management Meeting and the International Conference on Information Systems in 2023 and is currently under review by the Information Systems Research journal. Her second study examines the legitimacy trade-offs that digital start-ups face when utilizing low-code/no-code tools. Her third study investigates the impact of technological hypes on entrepreneurs and investors. Her research pipeline is a testament to her ability to explore real-world problems with academic rigor, and her projects demonstrate her capacity to navigate large datasets, apply sophisticated econometric techniques, and generate findings that have significant implications for entrepreneurship and policy. In recognition of her achievements, she received the Research Achievement Award from the School of Computing in both 2024 and 2025.

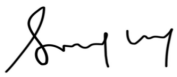
Yichen's participation in this Boot Camp will broaden her horizons and foster her development as a scholar. Although she is not enrolled in a Ph.D. program in Economics, she has developed a strong foundation by completing several Ph.D.-level courses in Econometrics and Economic Modeling at the NUS and MIT. These courses have equipped her with rigorous training in empirical analysis, statistical modeling, and causal inference techniques crucial for high-quality research in entrepreneurship. Through her Ph.D. coursework in Marketing and Strategic Management, she has also engaged with economic models and theoretical frameworks pertinent to firm behavior, competition, and market dynamics. I am confident that Yichen will synthesize the assigned literature, interact with leading scholars and her peers, and contribute meaningfully to the discussions and activities at the Boot Camp.

In summary, I wholeheartedly support Yichen's application for the NBER Entrepreneurship Research Boot Camp and firmly believe she will fully utilize this opportunity for her personal

and professional growth. If you have any further questions, please feel free to contact me at sylim@nus.edu.sg.

Thank you.

Sincerely,



Shi-Ying LIM, Ph.D.
Assistant Professor
Department of Information Systems and Analytics
National University of Singapore