

Haoying Sun

Department of Marketing & Supply Chain Management
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EDUCATION:

- *Ph.D. in Supply Chain & Operations Management*, University of Texas at Austin, Dec. 2011
Dissertation Title: “*Exploring the Impact of Consumer Heterogeneity and Information Asymmetry upon Operating Policies*”. Committee Chair: Dr. Stephen M. Gilbert
- *M. S. in Electrical Engineering*, University of Minnesota, 1999
- *B. S. & M. S. in Industrial Automation and Control*, Zhejiang University, P. R. China, 1993 and 1996

EMPLOYMENT:

- University of Kentucky, Lexington, KY
 - Assistant Professor, 07/2017 - present
- Texas A & M University, College Station, TX
 - Assistant Professor, 08/2012 – 06/2017
 - Visiting Assistant Professor, 12/2011–07/2012
- University of Texas at Austin, Austin, TX
 - Teaching Assistant, 8/2006 – 08/2011
- DeVry University South Florida, Miramar, FL
 - Assistant Professor, 11/2004 – 07/2006; Adjunct Professor, 03/2004 – 11/2004
- Seagate Technology, Minneapolis, MN
 - Sr. Development Engineer, 07/2001 – 08/2002
 - Development Engineer, 07/1999 - 07/2001

PUBLICATIONS:

1. Steve Gilbert, Ramandeep Randhawa and Haoying Sun, “Optimal Per-use Rentals and Sales of Durable Products and their Distinct Roles in Price Discrimination,” *Production and Operations Management*, Vol. 23, No. 3, March 2014, pp. 393–404.
2. Haoying Sun and Lizhen Xu, “Online Reviews and Collaborative Service Provision: A Signal-Jamming Model,” *Production and Operations Management*, Vol. 27, No. 11, November 2018, pp 1960-1977.
3. Haoying Sun and Subodha Kumar, “Manufacturer’s New Product Preannouncement Decision and Supplier’s Response,” forthcoming, *Production and Operations Management*.
4. Haipeng (Allan) Chen and Haoying Sun “Mental Accounting for Percentages Revisited: The Role of a Computational Error,” *Journal of Marketing Behavior*, Vol. 3, No. 2, pp 153-165.
5. Steve Gilbert and Haoying Sun, “Retail Price Competition with Product Fit Uncertainty and Assortment Selection,” forthcoming, *Production and Operations Management*.

PAPERS UNDER REVISION/ ADVANCED REVIEW:

6. Yen-Ting Lin, Haoying Sun and Shouqiang Wang, “Designing Sustainable Products under Co-Production Technology.” Under review for major revision, *Manufacturing & Service Operations Management*.
7. Woo Jin Choi, Haoying Sun, Haipeng (Allan) Chen and Yan (Lucy) Liu, “Choosing between high- and low-end products.” Major revision, *Journal of Consumer Psychology*.

WORKING PAPERS:

8. Haipeng (Allan) Chen, Xirong Chen, Zheng Li, and Haoying Sun, “Estimating Demand Stickiness Due to Rational Inattention”. (Equal co-authorship)
9. Ashley Jones, Vanajakumari Manoj, Chelliah Sriskandarajah, and Haoying Sun “Supply Chain Planning in Oilfield Services Industry: A Case for Hybrid Cross-Dock”.
10. Jiuchang Wei, Fei Wang and Haoying Sun, “Does Humanitarian Organization Engagement Improve the International Disaster Relief Effort?”.
11. Woo Jin Choi, Yan (Lucy) Liu, Haoying Sun and Haipeng (Allan) Chen, “A Reference-Dependent Model for Consumer Price-Quality Tradeoff.”

WORK IN PROCESS:

12. Steve Gilbert and Haoying Sun, “Evaluating the Effectiveness of Government Subsidy on the Adoption of Resource Efficient Durable Products.”
13. Manoj N Vanajakumari, Haoying Sun and Subodha Kumar, “Intra-firm Co-opetition with External Suppliers”

CONFERENCE PRESENTATIONS:

- “Demand Stickiness Estimation and Implication”,
 - 2018 MSOM conference, Dallas, TX, July 2 – 3, 2018
- “Designing Sustainable Products under Co-Production Technology”
 - 2017 POMS, invited session, Seattle, WA, May 5 – 8, 2017
 - 2016 INFORMS, invited session, Nashville, TN, Nov. 13 – 16, 2016
- “Should a Firm Pre-announce the Release Date of His New Product?”
 - 2015 CSAMSE conference, invited session, Shenyang, China, July 25-27, 2015
 - 2015 POMS, invited session, Washington DC, May 8 – 11, 2015
- “The Effects of Online Review on Collaborative Service Provision”
 - 2016 POMS, invited session, Orlando, FL, May 6 – 9, 2016
 - 2013 INFORMS, invited session, Minneapolis, MN, Oct 6 – 9, 2013.
- “Evaluating the effectiveness of government subsidy on the adoption of resource efficient durable products,”
 - 2017 POMS, invited session, Seattle, WA, May 5 – 8, 2017.
 - 2014 INFORMS, invited session, San Francisco, CA, Nov 9 – 12, 2014.
 - 2014 POMS, invited session, Atlanta, GA, May 9 – 12, 2014.
 - 2013 POMS, invited session, Denver, CO, May 3 – 6, 2013.
 - 2012 INFORMS, invited session, Phoenix, AZ, October 14 -17, 2012
 - 2012 POMS, invited session, Chicago, IL, April 20 - 23, 2012.
- “Asymmetric assortment choices among competing retailers when consumers are uncertain about their product preferences,”
 - 2016, POMS, invited session, Orlando, FL, May 6 – 9, 2016
 - 2014, invited to present at Hong Kong Polytechnic University, Hong Kong, Feb. 19th, 2014
 - 2014 POMS, invited session, Atlanta, GA, May 9 – 12, 2014.
 - 2013 POMS, invited session, Denver, CO, May 3 – 6, 2013.

- 2013 ISOM Workshop on Challenges and Opportunities in Retail Operations, Gainesville, FL, February 8 - 9, 2013 (this workshop is by invitation only).
- 2012 POMS, invited session, Chicago, IL, April 20 - 23, 2012.
- 2011 IFORS, invited session, Melbourne, Australia, July 10 – 15, 2011.
- 2011 POMS, invited session, Reno, NV, April 29 – May 2, 2011.
- 2010 INFORMS, invited session, Austin, TX, November 7-10, 2010.
- “Per-usage rentals of durable products,”
 - 2010 POMS, invited session, Vancouver, Canada, May 7 - 10, 2010.
 - 2009 INFORMS, invited session, San Diego, CA, October 11- 14, 2009.

TEACHING EXPERIENCE:

- University of Kentucky, 2017 – present
 - MBA 616, Spring 2019, MBA elective.
 - MBA 615, Spring 2018, MBA core.
 - MKT 303, Fall 2017 and 2018. Undergraduate elective.
- Texas A & M University, 2012 – 2016, Undergraduate core (SCMT364/INFO 364)
- The University of Texas at Austin, Summer 2010, Undergraduate core (OM335)
- DeVry University South Florida, 2014-2016, Various Electronic and Electrical Engineering courses in both AS and BS degree programs.

INDUSTRIAL EXPERIENCE:

- Seagate Technology, Minneapolis, MN, 07/1999 – 08/2002
 - Used models and simulations to evaluate the viability of incorporating some emerging new technologies into the existing computer hard drive platforms.
 - Developed a new component testing method, which improved component yield, reduced end product waste, and saved Seagate over \$1 million in the first year of implementation.

U.S. PATENTS & OTHER PUBLICATIONS:

1. Alexei Sacks, Haoying Sun and Thomas Zirps (2009), “Bi-directional servo track writing to minimize sidewall writing at high skew angles”, *U.S. patent 7567403*.
2. Alexei Sacks and Haoying Sun (2003), “Apparatus and method for altering track scan data based on head width relative to data track width and determining the position error signal from the altered track scan data to qualify the head in a data storage device”, *U.S. patent 6608477*.
3. Sun, Haoying, Mostafa Kaveh and Ahmed Tewfik (1999), “Self-organizing map neural network for transient signal classification in mechanical diagnostics,” *IEEE-EURASIP Workshop on Nonlinear Signal and Image Processing*, Antalya, Turkey.
4. Sun, Haoying and Jingping Jiang (1995), “Multi-sensor data fusion based on parameter estimation,” *Journal of Transducer Technology*, No. 6.

AWARDS:

- 2009-2010, *Graduate School Bruton Fellowship*, The University of Texas at Austin
- 2007, *CIBER Doctorial Consortium Fellow*, Purdue University
- 2006-2011, *Dean’s Fellowship*, McCombs School of Business, The University of Texas at Austin
- 2001, *MVT (Most Valuable Team) Member Award*, Seagate Technology
- 1995, *Sunshine Engineering Fellowship*, Zhejiang University
- 1994, *Kwang-Hua Fellowship*, Zhejiang University
- 1993, Ranked 1st in my graduating class (Industry Automation and Control), Zhejiang University

- 1989-1993, *Undergraduate Fellowship*, Zhejiang University

PROFESSIONAL SERVICE:

- Search committee for assistant professor of Supply Chain, University of Kentucky, 2018
- Editorial board member, *Production and Operations Management*, (2017 – present).
- Track Chair for 2018 POM annual conference, Houston, TX, 2018
- Search committee for Gatton’s Dean, University of Kentucky, 2018
- Master in Supply Chain new program committee (2018 – present)
- Advisory board member for Gatton’s Supply Chain Forum (2017 - present).
- Speaker for the 8th Gatton’s Supply Chain Forum. Feb. 2018.
- Panelist in the Work/Life balance panel sponsored by WORMS during 2017 INFORMS annual conference, Houston, TX
- Session Chair in the following conferences:
 - Supply Chain Risk Management Track, POMS 2019, Washington DC, May 2019
 - Supply Chain Analytics Track, POMS 2019, Washington DC, May 2019
 - Economic Models in Operations Management Track, POMS 2016, Orlando, FL, May 2016
 - OM/Marketing Interface Track, POMS 2015, Washington DC, May 2015
 - Supply Chain Management Track, POMS 2013, Denver, May 2013
 - Supply Chain Management Track, INFORMS 2012, Phoenix, October 2012
 - Retail Operations Track, POMS 2012, Chicago, April 2012
- Search committee for assistant professor, INFO department, Texas A & M University, 2014 - 2015
- Ad-hoc reviewer for *Management Science*, *Production and Operations Management*, *IIE Transaction*, *Decision Science*, *European Journal of Operations Research*, *OMEGA*, *International Journal of Production Research* and *Decision Support Systems*

VOLUNTEER EXPERIENCE:

- Docent, *Minneapolis Institute of Arts*, Minneapolis, MN, 01/2000 – 07/2001.
- Search committee for the assistant director, *Becky Gates Children’s Center*, College Station, TX, 2014.

PROFESSIONAL AFFILIATIONS:

- Member of INFORMS and POMS