

Jiong Sun

Purdue University
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EDUCATION

Ph.D. in Operations Management, Minor in Computer Science, December 2007
Carnegie Mellon University, Tepper School of Business, Pittsburgh, PA

MSIA in Management of Manufacturing and Automation
Carnegie Mellon University, joint program of Tepper School of Business with School of
Computer Science, Pittsburgh, PA

M.S. in Manufacturing Engineering
National University of Singapore, Singapore

B.S. in Materials Engineering
Shanghai Jiaotong University, Shanghai, China

ACADEMIC EXPERIENCE

White Lodging-J.W. Marriot School of Hospitality and Tourism Management (2019–
Present), Department of Consumer Science (2016-2019), College of HHS, Purdue
University, West Lafayette, IN
Assistant Professor (2016-2022)

Stuart School of Business, Illinois Institute of Technology, Chicago, IL
Assistant Professor (2008-2016), Visiting Assistant Professor (2007)

RESEARCH INTERESTS

Supply Chain Management and its interfaces with other disciplines

PUBLICATIONS AND ACCEPTED PAPERS

Among his publications, five papers appeared in UTD Top 24 or *Financial Times* Top 50 journals, and nine appeared in A* journals in ABDC list.

1. Sun, Jiong, Jinhong Xie, Tao Chen, Fei Li, and Gao Wang (2022) Managing Reference-Group Effects in Sequential Product Upgrades. *Production and Operations Management*, 31(2), 442-456. (UTD Top 24, *Financial Times* Top 50, A* in ABDC, SJR Q1, IF=4.965)
2. Fang, Yiwei, Iftekhhar Hasan, Chih-Yung Lin, and Jiong Sun (2022) The Impact of Overconfident Customers on Supplier Firm Risk. *Journal of Economic Behavior and Organization*, 197, 115-122. (A* in ABDC, SJR Q1, IF=1.635)
3. Chen, Tao, Yu Jeffrey Hu, Mohammad Rahman, and Jiong Sun (2021) The Effects of Sister-Store Presence and Market Competition on Product Assortment: Evidence from Book Retailing. *Service Science*, 13(3) 109-192. (B in ABDC, SJR Q1, IF=2.000)

4. Leung, Woon-Sau and Jiong Sun (2021) Policy Uncertainty and Customer Concentration. *Production and Operations Management*, 30(5), 1517-1542. (UTD Top 24, *Financial Times* Top 50, A* in ABDC, SJR Q1, IF=4.965)
5. Feng, Cong, Jiong Sun, Yiwei Fang, and Iftekhar Hasan (2021) Executives with Customer Experience and Firm Performance in the B2B Context. *European Journal of Marketing*, 55(7), 1805-1840. (A* in ABDC, SJR Q1, IF=4.647)
6. Leung, Woon-Sau, Jing Li, and Jiong Sun (2020) Labor Unionization and Supply-Chain Partners' Performance. *Production and Operations Management*, 29(5), 1325-1353. (UTD Top 24, *Financial Times* Top 50, A* in ABDC, SJR Q1, IF=4.965)
7. Sun, Jiong, Xing Zhang, and Qingyuan Zhu (2020) Counterfeits in Online Marketplaces: Stealing Your Sales or Sharing Your Costs. *Journal of Retailing*, 96(2), 189-202. (A* in ABDC, SJR Q1, IF=5.245)
8. Sun, Jiong, Navid Sabbaghi, and Weslynn Ashton (2017) Green Supply Chain Formation through Byproduct Synergies. *IEEE Transactions on Engineering Management*, 64(1), 70-82. (A in ABDC, SJR Q1, IF=6.146)
9. Luo, Lan and Jiong Sun (2016) New Product Design under Channel Acceptance. *Production and Operations Management*, 25(12), 2014-2034. (UTD Top 24, *Financial Times* Top 50, A* in ABDC, SJR Q1, IF=4.965)
10. Sun, Jiong, Hendrarto Supangkat, and Siva Balasubramanian (2016) Peer-to-Peer Sharing of Private Goods: The Seller's Response and Consumers' Benefits. *Journal of the Association for Consumer Research, Special Issue on Consumer Ownership and Sharing*, 1(2), 262-276. (B in ABDC, IF=n/a)
11. Sun, Jiong and Yiwei Fang (2015) Executives' Professional Ties along the Supply Chain: The Impact on Partnership Sustainability and Firm Risk. *Journal of Financial Stability*, 20, 144-154. (A in ABDC, SJR Q1, IF=3.727)
12. Sun, Jiong and Laurens Debo (2014) Sustaining Long-term Supply Chain Partnerships Using Price-Only Contracts. *European Journal of Operational Research*, 233 (3), 557-565. (A* in ABDC, SJR Q1, IF=5.334)
13. Sun, Jiong, Laurens Debo, Sunder Kekre, and Jinhong Xie (2010) Component-based Technology Transfer in the Presence of Potential Imitators. *Management Science*, 56 (3), 536-552. (UTD Top 24, *Financial Times* Top 50, A* in ABDC, SJR Q1, IF=4.883)
14. Sun, Jiong and Norman Sadeh (2009) Coordinating Selection of Procurement Bids in Finite Capacity Assembly Environments. *Electronic Commerce Research and Applications*, 8, 291-301. (C in ABDC, SJR Q1, IF=6.014)

SSELECTED WORKING PAPERS AND WORK IN PROGRESS

15. Fang, Fang, Baojun Jiang, and Jiong Sun (2021) Partial Vertical Ownership in the Presence of Downstream Competition. Revise and Resubmit at *Production and Operations Management*.
16. Fang, Yiwei, Iftekhar Hasan, Woon-Sau Leung, and Jiong Sun (2021) Sharing Risk with Suppliers: How Tax Changes Affect Suppliers' Profitability. Reject and Resubmit at *Journal of Operations Management*.

17. Sun, Jiong and Yingchen Yan. Consumer Privacy and Product Upgrades.
18. Liu, Guowei, Jiong Sun, Yunchuan Liu, Jianxiong Zhang, and Lijia Tan (2021) Can Consumer Fairness Concerns Soften Price Competition?
19. Zhou, Chenxi, Jiong Sun, and Juncai Jiang. The Market Value of Downstream Supply Chain Visibility: An Empirical Study of Walmart's Cessation of Monthly Sales Disclosure.

TEACHING EXPERIENCE AND EVALUATIONS

His teaching experience and evaluations in the last two years are as follows.

Course Number	MGMT 664 (SCM)		CSR 406 (E-tailing)		CSR 416 (Retail SCM)			
Program	MBA		Undergraduate		Undergraduate			
Semester and Year (Section)	F/20	F/21	F/20	F/21		S/21	F/21	S/21
				In-person	Online			
Enrollment	26	31	31	26		12	18	22
Number of Respondents	12	23	15	8		10	10	7
The class activities are well prepared and organized.	4.64	4.78	4.47	4.67	4.57	4.60	4.78	4.57
The assignments aid me in achieving the class objectives	4.50	4.74	4.47	4.67	4.71	4.70	4.44	4.57
The projects or laboratories aid me in achieving the class objectives.	4.33	4.67	4.47	4.67	4.71	4.60	4.33	4.57
The examinations aid me in achieving the class objectives.	4.36	4.70	4.47	4.67	4.71	4.60	4.56	4.57
The instructor clearly explains material so that I can understand it.	4.18	4.61	4.20	4.67	4.43	4.40	4.22	4.71
The instructor is open to my questions and effectively answers them.	4.67	4.43	4.33	4.67	4.57	4.70	4.56	4.86
The instructor seems to care that I learned this material.	4.42	4.74	4.33	4.67	4.71	4.70	4.63	4.86
The instructor willingly makes time to help other students and me.	4.50	4.78	4.33	4.67	4.71	4.70	4.56	4.86
The instructor is fair and consistent in evaluating my performance in the course.	4.25	4.87	4.27	4.67	4.75	4.70	4.56	4.71
The instructor created a welcoming and inclusive classroom environment.	4.67	4.70	4.47	4.67	4.75	4.60	4.56	4.71
Scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree nor Disagree, 4 = Agree, 5 = Strongly Agree. Note: Evaluations are the mean scores on the rating scale.								

Below is a summary of all his teaching experience and evaluations.

Master's Courses

- Supply Chain Management (Weekend MBA, Purdue University)
 - Fall 2021: Mean scores ranged from 4.43-4.87 out of 5.0 (23 respondents/31)
 - Fall 2020: Mean scores ranged from 4.25-4.67 out of 5.0 (12 respondents/26)
 - Fall 2019: Overall instructor rating 4.6 (22/36)
 - Fall 2018: 4.0 (25/44) Fall 2017: 4.5 (45/54)
- Supply Chain Management (MS Consumer Science, Purdue University)
 - Spring 2022: Mean scores ranged from 4.80-5.00 (5/5)
 - Spring 2019: 5.0 (5/6) Fall 2018: 5.0 (4/4)

- Business Analytics (MBA and Master's Programs, Illinois Institute of Technology)
 - Spring 2016: 4.82 out of 5.0 (11/12) Fall 2015: 4.62 (8/14)
 - Spring 2015: 4.63 (8/13) Fall 2014: 4.81 and 4.56 (16, 16/39)
 - Spring 2014: 4.88, 4.63 (16, 27/46) Fall 2013: 4.67 and 4.51 (30, 43/74)
 - Spring 2013: 4.56, 4.36 (32, 22/72) Fall 2012: 4.70 and 4.37 (37, 43/97)
- Supply Chain Management (MBA, Illinois Institute of Technology)
 - Spring 2015: 5.0 (7/10) Spring 2013: 5.0 (5/5) Spring 2012: 4.86 (7/7)
 - Spring 2011: 5.0 (5/5) Spring 2010: 4.88 (8/8) Fall 2008: 4.30 (10/10)
- Financial Modeling (MS Finance, Illinois Institute of Technology)
 - Spring 2016: 4.36 (14/21) Fall 2015: 4.55, 4.47, and 4.63 (22/26, 19/25, 19/25)
 - 2009-2013: Ranged from 4.17-4.68 (15 sections)

Undergraduate Courses

- Retail Supply Chain Management (Purdue University)
 - Spring 2022: Mean scores ranged from 4.57-4.86 (7/22)
 - Fall 2021: Mean scores ranged from 4.22-4.78 (10/18)
 - Spring 2021: Mean scores ranged from 4.60-4.70 (10/12)
- E-retailing (Purdue University)
 - Fall 2021: Mean scores ranged from 4.67-4.87 (8/26), 4.43-4.75 (8/26)
 - Fall 2020: Mean scores ranged from 4.27-4.47 (15/31)
- Cross-cultural Marketing/International Retailing (Purdue University)
 - Spring 2021: Mean scores ranged from 4.00-4.36 (29/58), 4.50-4.75 (4/12)
 - Fall 2020: 3.78-4.29 (23/51) Spring 2020: 4.2 (49/135) Fall 2019: 4.1 (22/62)
 - Spring 2019: 4.2 (33/100) Fall 2018: 4.4 (27/75) Spring 2018: 3.9 (37/120)
 - Fall 2017: 4.3 (25/65) Spring 2017: 4.0 (41/89)
- Management Science (Illinois Institute of Technology)
 - Fall 2011: 4.32 (37/51) Fall 2010: 4.68 (22/36) Fall 2009: 4.21 (19/32)
 - Fall 2008: 4.33 (9/26) Fall 2007: 3.50 (6/16)
- Business Statistics (Illinois Institute of Technology)
 - Spring 2009: 4.59 (22/46) Spring 2008: 4.40 (5/28)
- Production and Operations Management (Carnegie Mellon University)
 - Summer 2005: 5.0 (8/8)

Doctoral Courses

- Seminars in Operations and Supply Chain Management (Illinois Tech)
 - Fall 2014: 5.0 (2/2) Spring 2014: 5.0 (2/2)

INDUSTRY EXPERIENCE

2003 – 2005 Member of Global Manufacturing Council. Mine Safety Appliances Co., Pittsburgh, PA, USA. Designed a global supply chain network model covering MSA's facilities in 38 countries.

MENTORING SERVICES

Doctoral Students

Zheng Wu. In progress. Research topic: Present bias and product pricing and upgrades. Advisor.

Yunmei Bai. Expected to graduate in 2022. Job placement: Boston University. Dissertation title: Attribute-based pricing and choices of distribution contracts. Co-chair.

Hendrarto Supangkat. Graduated in 2015. Fulbright Scholar. Job placement: PPM School of Management, Indonesia. Dissertation title: Peer-to-peer sharing of private goods. Co-chair.

Thesis-based Master's Students

Tian Qi. Graduated in 2020. Dissertation title: Data breaches in supply chains. Chair.

Undergraduate Students

Served as an advisor to independent studies of eight undergraduates from 2016-2021 which led to six presentations in Purdue Undergraduate Research Conferences and INFORMS International Conference. One student won the college's Research Travel Award.

PROFESSIONAL ACTIVITIES

Session and Cluster Chair in Recent Conferences

Session Chair, "Operations-Marketing Interface," INFORMS Annual Conference, November 7-13, 2020.

Session Chair, "Behavioral Games 1," Marketing Science Annual Conference, Rome, Italy, June 20-22, 2019.

Session Chair, "Marketing-Operations Interface," Marketing Science Annual Conference, Philadelphia, PA, June 14-16, 2018.

Session Chair, "Marketing-Operations Interface," INFORMS International Annual Conference, Taipei, ROC, June 17-20, 2018.

Session Chair, "Supply Chain Analytics," POMS Annual Conference, Houston, TX, May 4-8, 2018.

Cluster Chair, "Operations-Marketing Interface," Annual China Marketing International Conference, Shanghai, China, July 20-23, 2018.

Cluster Chair, "Supply Chain Management," Annual China Marketing International Conference, Beijing, China, July 14-17, 2017.

Editorial Board

Production and Operations Management

Ad Hoc Referees

Management Science, Manufacturing and Service Operations Management, Decision Sciences, and European Journal of Operational Research

Memberships

INFORMS and Production and Operations Management Society

UNIVERSITY ACTIVITIES

Purdue University

HTM Analytics Concentration Curriculum Committee (Co-chair), HTM Teaching Award Committee, University Libraries Committee, HTM Department Head Search Committee, HTM Strategic Planning Committee, HTM Graduate Policy Committee, Consumer Science Associate Head Search Committee, Consumer Science Tenure-track Faculty Search Committee, Consumer Science Graduate Policy Committee, Consumer Science Undergraduate Curriculum Committee

Illinois Institute of Technology

Research and Faculty Development Committee, Ph.D. Program Committee