

Monic Sun

Department of Marketing
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EMPLOYMENT

- 2011- Visiting Assistant Professor of Marketing, USC Marshall School of Business
- 2008- Assistant Professor of Marketing, Stanford Graduate School of Business

EDUCATION

- 2008 Ph.D. in Economics, Boston University
Dissertation: "Strategic Information Disclosure in the Marketplace"
Committee: Albert Ma, Jacob Glazer, Marc Rysman, Juanjuan Zhang (MIT)
- 2006 M.A. in Political Economy, Boston University
- 2003 B.A. in Economics, Peking University, P.R. China

RESEARCH INTERESTS

Internet Marketing, Social Networks, Information Search and Disclosure

PUBLICATIONS & ACCEPTED PAPERS

- Branco, Fernando, Monic Sun, and J. Miguel Villas-Boas (2012), "[Optimal Search for Product Information.](#)" *Management Science*, forthcoming
- Sun, Monic (2012), "[How Does the Variance of Product Ratings Matter?](#)" *Management Science*, Vol. 58, No. 4, p. 696-707.
- Sun, Monic (2011), "[Disclosing Multiple Product Attributes.](#)" *Journal of Economics & Management Strategy*, Vol. 20, No. 1, p. 195-224.
- Thmadsen, Raphael, Robert Zeithammer, Dina Mayzlin, Yesim Orhun, Amit Pazgal, Debu Purohit, Ram Rao, Michael Riordan, Jiwoong Shin, Monic Sun, and J. Miguel Villas-Boas (2011), "[A Reflection on Analytical Work in Marketing: Three Points of Consensus.](#)" *Marketing Letters*, forthcoming
- Liu, Ting, and Monic Sun (2010), "[Informal Payments in Developing Countries' Public Health Sectors.](#)" *Pacific Economic Review*, forthcoming

WORKING PAPERS

- "[Ad Revenue and Content Commercialization: Evidence from Blogs.](#)" with Feng Zhu

- “To Belong or to Be Different? A Large-Scale Field Experiment in a Chinese Social Network,” with Xiaoquan (Michael) Zhang and Feng Zhu
- “Too Much Information? Optimal Provision of Product Information,” with Fernando Branco and J. Miguel Villas-Boas

SELECTED WORK IN PROGRESS

- “Retail Competition, Product Quality, and Manufacturer Information Disclosure,” with Rajeev Tyagi
- “The Impact of Advertising on Niche Content,” with Shantanu Dutta and Feng Zhu

GRANTS

- 2011 [NET Institute Summer Research Grant](#)
Advertising and Content Commercialization: Evidence from Blogs

INVITED PRESENTATIONS & SEMINARS

- “Advertising and Content Commercialization: Evidence from Blogs”
- Columbia Business School, TBD
 - Rady School of Management, UC San Diego, February 2012
 - Anderson Graduate School of Management, UC Riverside, February 2012
 - ZEW Conference on Information and Communication Technologies, Mannheim, June 2011
 - INFORMS Marketing Science Conference, Houston, June 2011
 - The Customer Insights Conference at Yale School of Management, May 2011
 - Graduate School of Business, Stanford University, May 2011
- “Optimal Search for Product Information”
- Department of Industrial Engineering & Operations Research, UC Berkeley, April 2011
 - Sauder School of Business, The University of British Columbia, January 2011
 - Marketing Scholar Forum, Shanghai, June 2010
 - Department of Marketing, HKUST Business School, June 2010
 - Triennial Invitational Choice Symposium, Key Largo, May 2010
- “Disclosing Multiple Product Attributes”
- Booth School of Business, University of Chicago, May 2010
 - Hass School of Business, UC Berkeley, April 2010
 - Workshop on Game Theory in Marketing, Montreal, May 2009
 - North American Meeting of Econometric Society, New Orleans, January 2008
 - IIOC (International Industrial Organization Conference), Savannah, April 2007
- “How Does the Variance of Product Ratings Matter?”
- Anderson School of Management, UCLA, October 2009
 - SICS (Summer Institute of Competitive Strategy), Berkeley, July 2009
 - INFORMS Marketing Science Conference, Ann Arbor, June 2009
 - Department of Economics, UC Davis, April 2009
 - IIOC (International Industrial Organization Conference), Boston, April 2009
 - Singapore Management University, November 2007
 - School of Management, University of Texas at Dallas, October 2007

- Harvard Business School, October 2007
- Management and Marketing Department, CSU Dominguez Hills, October 2007
- Graduate School of Business, Stanford University, October 2007
- The Marketing Department, HEC Paris, September 2007

“Informal Payments in Developing Countries’ Public Health Sectors”

- International Health Economics Association Congress, Barcelona, July 2005

TEACHING

University of Southern California, Marshall School of Business

- | | |
|------|---|
| 2012 | Strategic Management, undergraduate course |
| 2011 | Market Demand and Sales Forecasting, MBA elective |
| | Instructor Rating: 4.57 out of 5.00 |

Stanford University, Graduate School of Business

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| 2011 | Executive Education for China Mobile |
| 2011 | Strategic Marketing Models, PhD course |
| 2008-2011 | Marketing Research, MBA elective |

Boston University, Department of Economics

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| 2006 | Introductory Microeconomic Analysis, undergraduate course |
| 2006 | Math Camp for incoming economics PhD students |

PREFESSIONAL SERVICES

Award

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| 2011 | <i>Management Science</i> Meritorious Service Award |
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Reviewer

- Marketing Science, Management Science, Journal of Marketing Research, Quantitative Marketing and Economics, Marketing Letters, Information Systems Research, Production and Operations Management, California Management Review, SSHRC Canada
- American Economic Review, RAND Journal of Economics, Journal of Economics & Management Strategy, International Journal of Industrial Organization, International Economic Review, American Economic Journal: Microeconomics, B.E. Journal of Economic Analysis & Policy, Journal of Mental Health Policy and Economics

Session Chair

- INFORMS Marketing Science Conference, Ann Arbor, June 2009

Discussant

- ZEW Conference on Information and Communication Technologies, Mannheim, June 2011
- IIOC (International Industrial Organization Conference), Boston, April 2009

Graduate Student Committees

- Su Chen (Ph.D. in Statistics, Stanford, 2011)
- David Yi Wang (Ph.D. in Economics, Stanford, 2011)
- Ping Li (M.A.B.R., Stanford, 2011)
- Daniel Chavez-Clemente (Ph.D. in Aeronautics and Astronautics, Stanford, 2010)

HONORS & QUALIFICATIONS

2008-	Associate of the Society of Actuaries (ASA)
2007	Summer Institute in Competitive Strategy (SICS), Student Fellow
2006, 2007	Dissertation Research Fellowship, Boston University
2003	Arts & Sciences Dean's Fellowship, Boston University
2002	Tufts Institute for Leadership and International Perspective , Tufts University
2002	Yonsei Leadership Forum: Northeast Asian Network , South Korea
2001-	Microsoft Certified System Engineer (MCSE)
2001-	Microsoft Certified Database Administrator (MCDBA)
2000	Level-4 English Exam Top Performance Award, Peking University, China
2000	ING Aetna Scholarship for Top Academic Performance, Peking University, China

CORPORATE EXPERIENCE

2003	Summer Analyst, JP Morgan, Hong Kong
2002	Summer Intern, Crown Worldwide Group, Hong Kong