

Tianshu Sun

Contact Information

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Academic Position

- 2019 - : Robert R. Dockson Assistant Professor of Business Administration, Marshall School of Business, USC
- 2019 - : Assistant Professor of Computer Science (By Courtesy), Department of Computer Science, Viterbi School of Engineering, USC.
- 2016 - : Assistant Professor of Information Systems, Department of Data Sciences and Operations, Marshall School of Business, USC.

Education

- 2011 - 2016 : Ph.D. (Information Systems and Economics), Smith School of Business, University of Maryland.

Dissertation: “Engineering Digital Sharing Platforms to Create Social Contagion: Evidence from Three Large Scale Randomized Field Experiments”,
Members: Siva Viswanathan, Gordon Gao, Ginger Jin, Dave Godes, Il-Horn Hann

Minor in Economics (15 Courses in Game Theory, Micro/IO, and Econometrics)

- 2009 - 2011 : Master of Science (Physics), University of Maryland.
(Pass all PhD Qualify Exams in 2009, GPA 4.0/4.0, Flagship Fellowship 2009-11)
- 2005 - 2009 : Bachelor of Science (Physics), Nanjing University.
(Nobel Laureate Chen-Ning Yang Scholarship, National Scholarship of China for top 1%)

Research Interests

- Large-scale **Digital Experimentation** with Tech Industry (Strategy and Method)
- Digital Platform Mediated **Social Sharing** (Message, Incentive & Algorithm Design)
- Digital Platform Enabled **Online-Offline Integration** (Mobile & Internet-of-Things)
- Value of **Personal Data & the Privacy Regulation** on Digital Platforms
- **Methodology:** Randomized Field Experiments, in conjunction with Econometrics, Machine/Deep Learning, Structural Model, Lab Experiment, and Network Analysis
- **Industry Collaborations:** Facebook, Alibaba, Adobe, LivingSocial (Groupon), NetEase, Collage, Zhima, Shanbay, Practo, and a variety of firms in US and Asia

Research

- **Published/Accepted Journal Papers**

1. Tianshu Sun and Sean Taylor (2019) “Displaying Things in Common to Encourage Friendship Formation: A Large Randomized Field Experiment”, *Forthcoming, Quantitative Marketing and Economics*

-- Included in the Proceedings of ACM EC 2019, Talks at Facebook, LinkedIn, Snap, CODE/MIT, Wharton, CMU, BU, ASU, CUHK, KAIST, PKU, Tsinghua, Jiaotong
2. Tianshu Sun, Siva Viswanathan and Elena Zheleva (2019) “Creating Social Contagion through Firm Mediated Message Design: Evidence from a Randomized Field Experiment”, *Forthcoming, Management Science*

-- Best Dissertation Proposal (Runner-up), WITS 2015; Best Paper (Finalist), CSWIM 2015; Best Student Paper (3rd Place), INFORMS Service Science Society 2014;
3. Tianshu Sun, Siva Viswanathan, Ni Huang and Elena Zheleva (2020) “Designing Promotional Incentive to Embrace Social Sharing: Evidence from Field and Online Experiments”, *Forthcoming, MIS Quarterly*
4. JaeHwuen Jung, Ravi Bapna, Joseph Golden and Tianshu Sun (2020) (*All contribute equally*) “Words Matter! Towards Pro-social Call-to-Action for Online Referral: Evidence from Two Field Experiments”, *Information Systems Research, 31(1), 16-36*

-- Knowledge@Wharton; Best Paper Finalist & Best Paper in E-Business, ICIS 2016
5. Tianshu Sun, Guodong (Gordon) Gao and Ginger Zhe Jin (2019), “Mobile Messaging for Offline Group Formation in Prosocial Activities: A Large Field Experiment”, NBER Working Paper #21704, *Management Science, 65(6), 2445-2945*.

-- Best Paper, CIST 2015; Best Paper (Honorable Mentions), INFORMS Doing Good with Good OR 2015; Best Student Paper (Finalist), WHITE 2015
6. Tianshu Sun, Lanfei Shi, Siva Viswanathan and Elena Zheleva (2019) “Motivating Effective Mobile App Adoption: Evidence from a Large-Scale Randomized Field Experiment”, *Information Systems Research, 30(2), 523-539*.
7. Ni Huang, Tianshu Sun, Pei-yu Chen and Joseph Golden (2019) “Word-of-Mouth System Implementation and Customer Conversion: A Randomized Field Experiment”, *Information Systems Research, 30(3), 805-818*.

-- Best Paper (Finalist), ICIS 2017; Best Paper, ICIS E-Business Track 2017, CIST 2017
8. Tianshu Sun, Susan Feng Lu and Ginger Zhe Jin (2016), “Solving Shortage in a Priceless Market: Evidence from Blood Donation”, *Journal of Health Economics, 48(2016):149-165*.

-- Featured on Nobel Prize Laureate Al Roth’s blog, INET Winning Proposal 2013

- **Papers under Revision**

9. Edward McFowland III, Sandeep Gangarapu, Ravi Bapna and Tianshu Sun (2018) “Optimal Utilization of Heterogeneous Treatment Effects: A Prescriptive Analytics Approach”, (WISE 2018, WCBA 2019), *Minor Revision (4th Round)*, *MIS Quarterly*
10. Ni Huang, Probal Mojumder, Tianshu Sun, Jinchu Lv, Joseph Golden “Not Registered? Please Sign-up First: A Randomized Field Experiment on the Ex-ante Registration Request”, *Major Revision (3rd Round)*, *Information Systems Research*
11. Xing Lan, Tianshu Sun, Jason Duan (2019) “Uncovering Offline Conversion Funnel with Internet-of-Things: the case of WiFi tracking in Retailing Industry”, (Marketing Dynamics 2018, CIST 2018, ISMS 2017, POMS 2019, SCECR 2019), *Major Revision (2nd Round)*, *Information Systems Research*
12. Angela Choi, Heeseung Lee, Tianshu Sun, Wonseok Oh “Reviewing Before Reading? An Empirical Investigation of Book Consumption Patterns and Their Effects on Reviews and Sales” (ICIS 2018, CIST 2018), *Major Revision (2nd Round)*, *Information Systems Research*
13. Tianshu Sun, Yanhao Max Wei, Joseph Golden (2019) “Geographical Pattern of Online Word-of-Mouth: How Offline Environment Affects Online Sharing”, (CIST 2018, Marketing Science 2017), *Major Revision*, *Information Systems Research*
14. Brian Rongqing Han, Tianshu Sun, Leon Yang Chu, Lixia Wu “Connecting Customers and Merchants Offline: Experimental Evidence from Commercialization of Last-Mile Pickup Stations at Alibaba”, (CODE/ICIS/WISE/SCECR 2019), *Major Revision*, *MIS Quarterly*

- **Papers under Review**

15. Tianshu Sun, JaeHwuen Jung, Ravi Bapna, and Joseph Golden (2017) “Social Learning in Prosumption: Evidence from a Randomized Field Experiment” (SCECR 2017, WISE 2017, ICIS 2018), *Reject and Resubmit*, *Management Science*
16. Tianshu Sun, Zhe Yuan, Chunxiao Li, Kaifu Zhang and Jun Xu. (2019) “The Value of Personal Data in Internet Commerce: A High-stake Field Experiment on Data Regulation Policy” (Harvard, MIT, CMU, UMN, UT, UCLA, China and India Insights 2019, Conference on AI/ML 2019), *Under Review*
17. Ruomeng Cui, Tianshu Sun, Zhikun Lu, Joseph Golden (2020) “Sooner or Later? Promising Delivery Speed in Online Retail” (INFORMS 2018), *Under Review*, *Management Science*
18. Brian Rongqing Han, Leon Yang Chu, Tianshu Sun, Lixia Wu (2020) “Commercializing the Package Flow: Cross-sampling Physical Products Through E-commerce Warehouses” (WISE 2019 Best Student Paper), *Under Review*, *Management Science*

- **Working Papers/Works in Progress**

I. How to Use Digital Interventions and Data to Influence Social Interactions

1. “Algorithm-defined Data Network Effect: A Network Approach”, with Yan Leng
2. “Displaying Reviews Along the Customer Conversion Funnel: Three Randomized Field Experiments”, with Probal Mojumder, Jinchi Lv, Joseph Golden (WCBA 2019)
3. “Consumer and AI Co-creation: When and Why can human Improve AI Creation?” with Mengxia Zhang and Lan Luo (Drafts available, 2020)
4. Aishwarya Deep Shukla, Tianshu Sun, Guodong (Gordon) Gao, Ritu Agarwal, “Speech Is Silver, Silence Is Golden: Evidence from A Field Experiment on Motivational Framing Backfiring” (INFORMS 2019)

II. How to Integrate Digital and Physical World: Online-to-Offline & Offline-to-Online

5. “Impact of COVID-19 Pandemic and Containment Policy on Internet Commerce: Evidence from Microdata”, with Brian Han, Leon Chu and Lixia Wu
6. The Impact of COVID19 Pandemic on Digital Learning, with Chaofan Zhai
7. “Big Data in Non-Profits: Insights from Staffing in Blood Donation” with Wilson Lin, Susan Feng Lu (POMS 2019, INFORMS 2019, INFORMS Healthcare 2019)

III. Large-scale Digital Experimentation with Tech Industry (Strategy and Method)

8. “High-dimensional Social Treatments with Personalized Constraint”, with Sean Taylor (CODE 2017, Facebook 2018, Drafts available 2020)
9. “IBASE: Adaptive Causal Inference by Integrating Big Data and Small Experiment”, with Jinchi Lv (Adobe Data Science Research Award)
10. “FIDDLE: flexible treatment effect inference for big data with deep learning”, with Yinglei Kong, Hao Wu, Jinchi Lv (WCBA 2019, Manuscript in Preparation)
11. “Leveraging Experiments to Optimize Customer Journey: A Reinforcement Learning Approach”, with Yicheng Song (Adobe Faculty Research Award 2020)

• Papers for Practitioners

1. Tianshu Sun, Gordon Gao, Ritu Agarwal, “Reshaping Private Health Insurance Industry: Challenge and Opportunities of Health Insurance Exchange”, *CHIDS Working Paper 2014*
2. with Luohan Academy “Understanding Data as a Flow: The Economics of Data and Privacy Protection” (Luohan Report 2020, Princeton Data Governance Workshop)

• Papers in Refereed Conference Proceeding (Top-tier IS & Computer Science)

1. Mingxuan Yue, Tianshu Sun, Fan Wu, Lixia Wu, Yinghui Xu and Cyrus Shahabi (2020) “Learning Contextual and Topological Representations of Areas-of-Interest for On-Demand Delivery Application”, The European Conference on Machine Learning (**ECML-PKDD 2020**), Ghent, Belgium
2. Tianshu Sun and Sean Taylor (2019) “Displaying Things in Common to Encourage Friendship Formation: A Large Randomized Field Experiment”, ACM Conference on Economics and Computation (**ACM EC 2019**), Phoenix, AZ

3. Brian Han, Tianshu Sun, Leon Chu, Lixia Wu “Connecting Customers and Merchants Offline: Experimental Evidence from the Commercialization of Last-Mile Pickup Stations at Alibaba”, International Conference on Information Systems (**ICIS 2019**), Munich
4. Ni Huang, Probal Mojumder, Tianshu Sun, Jinchi Lv, Joseph Golden “Not Registered? Please Sign-up Now: A Randomized Field Experiment on the Optimal Timing of Registration Request, Conference on Information Systems and Technology (**CIST 2019**)
5. Brian Han, Tianshu Sun, Leon Chu, Lixia Wu “Connecting Customers and Merchants Offline: Experimental Evidence from the Commercialization of Last-Mile Pickup Stations at Alibaba”, Conference on Information Systems and Technology (**CIST 2019**), Seattle
6. Tianshu Sun, Siva Viswanathan, Ni Huang and Elena Zheleva (2019) “Designing Promotion Incentive to Embrace Social Sharing: Evidence from Field and Lab Experiments”, International Conference on Information Systems (**ICIS 2019**), Munich ([Best Conference Paper Finalist, ICIS 2019](#))
7. Ravi Bapna, Gordon Burtch, Kevin Hong, Tianshu Sun, Jason Thatcher (2018), “Panel Discussion: Lab Experiment and Field Experiment in the Digital Age: Friend or Foe?” International Conference on Information Systems (**ICIS 2018**), San Francisco ([Invited Panel Towards All Conference Participants at ICIS 2018](#))
8. Tianshu Sun, Jaehwuen Jung, Ravi Bapna and Joseph Golden (2018). “The Impact of Social Learning in Prosumption”, International Conference on Information Systems (**ICIS 2018**), San Francisco
9. Angela Choi., Heeseung Lee, Tianshu Sun, Wonseok Oh (2018) “Reading Marathon: Understanding the Effect of Binge Reading on User-Generated Content”, International Conference on Information Systems (**ICIS 2018**), San Francisco
10. Xing Lan, Tianshu Sun and Jun Duan (2018) “Uncovering Offline Conversion Funnel with Internet-of-Things: The Case of WiFi Tracking in Retail Industry”, Conference on Information Systems and Technology (**CIST 2018**), Phoenix
11. Tianshu Sun, Yanhao Wei and Joseph Golden “Geographical Variations of Online Word-of-Mouth: The Role of Offline Environment in Influencing Online Sharing”, Conference on Information Systems and Technology (**CIST 2018**), Phoenix
12. Angela Choi, Heeseung Lee, Tianshu Sun, Wonseok Oh (2018) “Is Binge Reading Detrimental to Online Reviews?”, Conference on Information Systems and Technology (**CIST 2018**), Phoenix
13. Heeseung Lee, Angela Choi, Tianshu Sun, Wonseok Oh (2018) “Reviewing Before Reading? An Empirical Investigation of Book Consumption Patterns and their Effects on Reviews”, Conference on Information Systems and Technology (**CIST 2018**), Phoenix
14. Ni (Nina) Huang, Tianshu Sun, Pei-yu Chen and Joseph Golden (2017). “To Integrate or Not: Social media integration and ecommerce platform performance: A large field experiment”, International Conference on Information Systems (**ICIS 2017**), Seoul ([Best Paper Finalist, ICIS 2017; Best Paper, ICIS E-business Track 2017](#))
15. Ni (Nina) Huang, Tianshu Sun, Pei-yu Chen and Joseph Golden (2017). “To Integrate or

Not: Social media integration and ecommerce platform performance: A large field experiment”, Conference on Information Systems and Technology (**CIST 2017**), Houston

16. Jaehwuen Jung, Ravi Bapna, Joseph Golden and Tianshu Sun. “Does Care Lead to Share? Evidence from a Randomized Field Experiment on Call for Sharing”, International Conference on Information Systems (**ICIS 2016**), Dublin, Ireland
[\(Best Paper Finalist, ICIS 2016; Best Paper, ICIS E-business Track 2016\)](#)

17. Tianshu Sun, Lanfei Shi, Siva Viswanathan and Elena Zheleva (2016) “Motivating Mobile App Adoption: Evidence from a Randomized Field Experiment”, Conference on Information Systems and Technology (**CIST 2016**), Nashville, US

18. Jaehwuen Jung, Ravi Bapna, Joseph Golden and Tianshu Sun. “Altruism Pays! Towards Optimal Call-to-Action for Online Referral: A Randomized Field Experiment”, Conference on Information Systems and Technology (**CIST 2016**), Nashville, US26. Tianshu Sun,

19. "Engineering Digital Sharing Platforms to Create Social Contagion: Evidence from Three Large-scale Randomized Field Experiments" Workshop on Information Technologies and Systems (**WITS 2015**), Dallas, US
[\(Best Dissertation Proposal Award Finalist, WITS 2015\)](#)

20. Tianshu Sun, Siva Viswanathan and Elena Zheleva (2015) “Monetize Sharing Traffic through Incentive Design: A Randomized Field Experiment”. Conference on Information Systems and Technology (**CIST 2015**), Philadelphia, US

21. Tianshu Sun, Guodong (Gordon) Gao and Ginger Zhe Jin (2015) “Using Mobile Messaging to Leverage Social Connections for the Social Good: Evidence from Large-Scale Randomized Field Experiment”. Conference on Information Systems and Technology (**CIST 2015**), Philadelphia, US
[\(Best Conference Paper \(1st Place\), CIST 2015\)](#)

22. Tianshu Sun, Siva Viswanathan and Elena Zheleva (2015) “Creating Social Contagion through Message Design: A Randomized Field Experiment”. China Summer Workshop on Information Management (**CSWIM 2015**), Hefei, China
[\(Best Paper Award Finalist, CSWIM 2015\)](#)

23. Tianshu Sun, Siva Viswanathan and Elena Zheleva (2014) “Understanding the Effects of Message Design on Firm-Mediated Online Social Interactions: A Randomized Field Experiment” International Conference on Information Systems (**ICIS 2014**), Auckland, NZ

24. Tianshu Sun, Siva Viswanathan and Elena Zheleva (2014) “Understanding the Effect of Message Design on Firm-Mediated Online Social Interactions: A Randomized Field Experiment”. Conference on Information Systems and Technology (**CIST 2014**), SF, US

25. Tianshu Sun, Siva Viswanathan and Elena Zheleva (2014) “Impact of Message Design on Online Interactions: An Empirical Investigation”. International Conference on Electronic Commerce (**ICEC 2014**), Philadelphia, US

Awards and Honors

- **Awards and Honors as an Assistant Professor**

Robert R. Dockson Assistant Professor of Business Administration, appointed from 2019
(Named Professorship is considered as the highest honor for junior faculty at USC;
Only two junior faculty at Marshall are currently appointed as named professors)
Golden Apple Teaching Award, USC Marshall School of Business, 2019
(Selected by Students at USC Marshall, Highest Honor for Teaching)
Management Science Distinguish and Meritorious Service Award, 2016-2019
Distinguished Dissertation Award (Nomination), University of Maryland, 2017
Best Dissertation Award, Smith School of Business, University of Maryland, 2017

• **Awards and Honors before PhD graduation**

Frank Paine Doctoral Award for Academic Achievement, University of Maryland, 2015
(Most prestigious award for PhD Students at the Smith School of Business, 1 per year)
Fellow, ICIS Doctoral Consortium, 2015
Fellow, NBER Economics of Digitization Doctoral Consortium (travel grant), 2015
Fellow, Workshop on Health IT and Economics Doctoral Consortium, 2015
Fellow, INFORMS Marketing Science Doctoral Consortium, 2015
Fellow, CMU Structural Modeling Approaches to Research on Technology (SMART), 2014
Global Young Scholar, Institute for New Economic Thinking (with grant), 2013
UCLA-China Cross Disciplinary Scholarship in Science and Technology, 2008
National Scholarship of China (by Minister of Education; for top 1% students), 2008
“Chen-Ning Yang” Scholarship (for few distinguish Physics Majors in China), 2007
Champion, Chess Open, Jiangsu, China (National Athlete for Chess), 1996-2004

• **Best Papers and Dissertation Awards**

Best Paper (Finalist), International Conferences on Information Systems (ICIS), 2019
Best Student Paper, Workshop on Information Systems and Economics (WISE), 2019
INFORMS Nunamaker-Chen Dissertation Award (1st Runner-up), 2017
Best Paper (Finalist), International Conferences on Information Systems (ICIS), 2017
Best Paper (Finalist), International Conferences on Information Systems (ICIS), 2016
Best Paper, ICIS 2016 E-Business Track
Best Paper, Conference on Information Systems and Technology (CIST), 2015
Best Dissertation Proposal (Runner up), Workshop on Information Technologies & Systems (WITS), 2015
Best Paper (Finalist), China Summer Workshop on Information Management, 2015
Best Paper (Honorable Mentions), INFORMS Doing Good with Good OR Paper Competition, 2015
Best Student Paper Finalist, Workshop on Health Information Technology and Economics (WHITE), 2015
IBM Best Student Paper (3rd Place), INFORMS Service Science Society, 2014

Grants and Funding

Facebook Faculty Research Award (\$50,000), 2020-2021
Adobe Faculty Research Award (\$10,000, with Yicheng Song), 2020-2021
Conference Grant, USC Institute of Outlier Research in Business (\$3,000), 2019
Adobe Data Science Research Award (\$50,000, with Jinchi Lv), 2017-2019
ICCI Research Grant (\$50,000), 2017-2018

Faculty Research Award, USC Greif Center for Entrepreneurial Studies (\$3,000), 2017
Outlier Research Grant, USC Institute of Outlier Research in Business (\$10,000), 2017
Google Cloud Education Grant (\$5,000), Google, 2016
Marketing Science Institute (MSI) Research Competition Award (\$7,500), 2014-2015
CIBER and Department of Education Research Grant (\$4,000), 2015
NSF Travel Award for “Drawing Causal Inference from Big Data” (\$1,250), 2015
All S.T.A.R Fellowship, University of Maryland (\$10,000, only one recipient from the Business School), 2014-2015
Student Scholarship, Statistical Challenges in eCommerce Research (SCECR), 2015
International Conference Student Support Award, University of Maryland, 2014
Jacob K. Goldhaber Travel Award, University of Maryland (\$600), 2014
University Flagship Fellowship, University of Maryland, 2009-2011
Dean’s Fellowship, Smith School of Business, University of Maryland, 2011-2016

Invited Talks

University Talks

University of Chicago Booth School (Scheduled), 2020

MIT Sloan School (Scheduled), 2020

NYU Stern School (Scheduled), 2020

University of California Irvine (Scheduled), 2020

Boston College (Scheduled), 2020

USC China Seminar, 2020

MIT Media Lab & Human Dynamics Lab, 2020

UCLA Anderson, 2020

Boston University, 2020

Purdue University, 2020

Harvard Business School, 2019

Carnegie Mellon University, 2019

University of Minnesota, 2019

Keynote Speaker, Conference on AI Machine Learning and Business Analytics, 2019

University of Texas Austin, 2019

Plenary Speaker, China and India Insights Conference, MIT Sloan, 2019

CKGSB Marketing Forum, 2019

Fudan University, 2019

Shanghai Jiaotong University, 2019

Choice Symposium, 2019

Boston University, 2019

Wharton School, University of Pennsylvania 2018

USC Marshall, Department of Marketing, 2018

USC Annenberg School of Communication, 2018

Arizona State University, 2018

Business Research Applications Needing Data Science (BRANDS) Workshop, 2018

Korea Advanced Institute of Science and Technology (KAIST), 2018

Chinese University of Hong Kong, 2018

Tsinghua University, 2018

Peking University, 2018
Chinese University of Hong Kong (Shenzhen) 2018
Shanghai Jiaotong University, 2018
USC China Workshop, 2018
Carnegie Mellon University, Tepper School of Business, 2018

Fudan University, School of Data Science, 2017
Temple University (Center for Big Data in Mobile Analytics), 2017
Shanghai Jiaotong University, 2017
USC Mini-Conference on Big Data in Business and Data Sciences, 2017

NYU Stern, 2016
University of Minnesota, 2016
University of Rochester, 2016
University of California San Diego, 2016
Indiana University, 2016
Hong Kong University of Science and Technology (HKUST), 2016
City University of Hong Kong, 2016
University of Pittsburgh, 2016

Emory University, 2015
University of Southern California, 2015
Temple University, 2015
University of Connecticut, 2015
George Washington University, 2015

Industry Talks

Uber (Economics, Policy, Tax and Marketplace Optimization), 2019
Luohan Academy (Alibaba), 2019
Symposium on Big Data: Value and Governance, 2019
China Experimentation Summit (over 100 firms), Keynote Speech, 2019
USC China (400+ Alumni & Prospect Students), 2019
Ant Financial (Alibaba Group, 800+ Audience), 2018
LinkedIn Data Science, 2018
Snapchat (Joint seminar hosted by Snapchat Research & Data Science), 2018
Alibaba, 2018
Facebook Research, 2016
Snapchat Research, 2016
Zhima Tech (Internet of Things Analytics), 2015
Shanbay Inc. (Leading Online Education Company), 2015
LivingSocial, 2013, 2014, 2015
Adobe, 2012

Conference and Workshop Presentations

57. Brian Rongqing Han, Tianshu Sun, Leon Yang Chu and Lixia Wu, "Cross-Sampling Physical Products Through E-Commerce Warehouses: Experimental Evidence from

Alibaba”, POMS Annual Conference 2020

56. Tianshu Sun, Zhe Yuan, Chunxiao Li, and Kaifu Zhang “The Value of Personal Data in the Internet Commerce: A High-stake Experiment on Data Regulation Policy”, Conference on Digital Experimentation (CODE 2019), MIT

55. Brian Rongqing Han, Tianshu Sun, Leon Yang Chu and Lixia Wu, “Cross-Sampling Physical Products Through E-Commerce Warehouses: Experimental Evidence from Alibaba”, Conference on Digital Experimentation (CODE 2019), MIT

54. Brian Rongqing Han, Tianshu Sun, Leon Yang Chu and Lixia Wu, “Cross-Sampling Physical Products Through E-Commerce Warehouses: Experimental Evidence from Alibaba”, Workshop on Information Systems and Economics (WISE 2019)

[\(Best Paper Award Finalist, WISE 2019\)](#)

53. Ni Huang, Probal Mojumder, Tianshu Sun, Jinchi Lv, Joseph Golden “Not Registered? Please Sign-up Now: A Randomized Field Experiment on the Optimal Timing of Registration Request”, Workshop on Information Systems and Economics (WISE 2019)

52. Xing Lan, Tianshu Sun and Jun Duan (2019) “Uncovering Offline Conversion Funnel with Internet-of-Things: The Case of WiFi Tracking in Retail Industry”, Symposium on Statistical Challenges in Ecommerce Research (SCECR 2019), Hong Kong

51. Brian Rongqing Han, Tianshu Sun, Leon Yang Chu, Lixia Wu (2019) “Completing the Online-Offline Circle at the Last Mile: A Large Field Experiment with Alibaba”, Symposium on Statistical Challenges in Ecommerce Research (SCECR 2019), Hong Kong

50. Tianshu Sun, Jaehwuen Jung, Ravi Bapna and Joseph Golden (2019). “Social Learning in Prosumption: Evidence from a Randomized Field Experiment” Symposium on Statistical Challenges in Ecommerce Research (SCECR 2019), Hong Kong

49. Probal Mojumder, Tianshu Sun, Jinchi Lv, Joseph M. Golden (2019) “Displaying Reviews Along the Customer Conversion Funnel: Three Randomized Field Experiments”, Winter Conference on Business Analytics (WCBA 2019), Snowbird, Utah

48. Hao Wu, Tianshu Sun and Jinchi Lv (2019) “Adaptive Causal Inference for Big Observational Data: A Deep Learning Approach”, Winter Conference on Business Analytics (WCBA 2019), Snowbird, Utah

47. Edward McFowland III, Sandeep Gangarapu, Ravi Bapna and Tianshu Sun (2018) “Prescriptive Analytics using Heterogeneous Treatment Effects”, Workshop on Information Systems and Economics (WISE 2018), Stanford University

46. Brian Rongqing Han, Tianshu Sun, Leon Yang Chu, Lixia Wu (2018) “Completing the Online-Offline Circle at the Last Mile: A Large Field Experiment with Alibaba”, Workshop on Information Systems and Economics (WISE 2018), Stanford University

45. Brian Rongqing Han, Tianshu Sun, Leon Yang Chu, Lixia Wu (2018) “Completing the Online-Offline Circle at the Last Mile: A Large Field Experiment with Alibaba”, Conference on Digital Experimentation (CODE 2018), MIT

44. Probal Mojumder, Ni Huang, Tianshu Sun, Jinchi Lv, Joseph M. Golden (2018) “Not Registered? Please Sign-up Now: A Randomized Field Experiment on the Optimal Timing of Registration Request”, Conference on Digital Experimentation (CODE 2018), MIT

43. Tianshu Sun, Jaehwuen Jung, Ravi Bapna and Joseph Golden (2018). “Social Learning in Prosumption: Evidence from a Randomized Field Experiment” Conference on Digital Experimentation (CODE 2018), MIT

42. Rongqing Han, Tianshu Sun, Leon Chu, Lixia Wu (2018) “Completing the Online-Offline Circle at the Last-mile: A Large Randomized Field Experiment”, INFORMS Annual

Meeting 2018, Phoenix

41. Tianshu Sun, Jaehwuen Jung, Ravi Bapna and Joseph Golden (2018). “Social Learning in Prosumption: Evidence from a Randomized Field Experiment” INFORMS Annual Meeting 2018, Phoenix

40. Ruomeng Cui and Tianshu Sun (2018) “Sooner or Later? Learning from Delivery Speed Information” INFORMS Annual Meeting 2018, Phoenix

39. Tianshu Sun, Siva Viswanathan, Ni Huang and Elena Zheleva (2018) “Monetize Sharing Traffic through Incentive Design: A Large Field Experiment”, POMS Annual Conference 2018, Houston, TX

38. Tianshu Sun, Siva Viswanathan, Ni Huang and Elena Zheleva (2018) “Monetize Sharing Traffic through Incentive Design: A Large Field Experiment”, Workshop on Experimental and Behavioral Economics in Information Systems (WEBEIS 2018), Arlington, VA

37. Xing Lan, Tianshu Sun and Jun Duan, “Uncovering Offline Conversion Funnel with Big Data: The Case of Mobile Wifi Tracking in Retail industry”, Marketing Dynamics Conference 2018, Dallas, TX

36. Sean Taylor and Tianshu Sun (2017) “High-dimensional Social Treatments with Personalized Constraint”, Conference on Digital Experimentation (CODE 2017), MIT

35. Ni (Nina) Huang, Tianshu Sun, Pei-yu Chen and Joseph Golden (2017). “To Integrate or Not: Social media integration and ecommerce platform performance: A large field experiment”, Conference on Digital Experimentation (CODE 2017), MIT, Boston

34. Tianshu Sun, Jaehwuen Jung, Ravi Bapna and Joseph Golden (2017). Social Learning in Prosumption: Evidence from a Randomized Field Experiment, (WISE 2017), Seoul

33. Tianshu Sun, Jaehwuen Jung, Ravi Bapna and Joseph Golden (2017). Social Learning in Customer Cocreation: a Large Field Experiment. Symposium on Statistical Challenges in Ecommerce Research (SCECR 2017), Ho Chih Minh City.

32. Tianshu Sun, Yanhao Wei and Joseph Golden, “Does Location Still Matter in Online Referrals? Offline Factors in Online Sharing” Symposium on Statistical Challenges in Ecommerce Research (SCECR 2017), Ho Chih Minh City.

31. Xing Lan, Tianshu Sun and Jun Duan, “Uncovering Offline Conversion Funnel with Big Data: The Case of Mobile Wifi Tracking in Retail industry”, INFORMS Marketing Science Conference 2017 (ISMS 2017), Los Angeles.

30. Tianshu Sun, Yanhao Wei and Joseph Golden, “Are Online Referrals Local? Offline Factors in Online Sharing”, INFORMS Marketing Science Conference (ISMS 2017), LA.

29. Ni (Nina) Huang, Tianshu Sun, Pei-Yu Chen and Joseph Golden (2017). “To Integrate or Not: Social media integration and ecommerce platform performance: A large field experiment”, INFORMS Marketing Science Conference 2017 (ISMS 2017), Los Angeles.

28. Tianshu Sun, Lanfei Shi, Siva Viswanathan and Elena Zheleva (2016) “Motivating Effective Mobile App Adoption: Evidence from a Randomized Field Experiment”, INFORMS Marketing Science Conference 2017 (ISMS 2017), Los Angeles

27. Jaehwuen Jung, Ravi Bapna, Joseph Golden and Tianshu Sun. “Altruism Pays! Towards Optimal Call-to-Action for Online Referral: A Randomized Field Experiment” Workshop on Information Systems and Economics (WISE 2016), Dublin

26. Tianshu Sun, Guodong (Gordon) Gao and Ginger Zhe Jin (2016) “Mobile Messaging for Offline Social Interactions: A Large Field Experiment”, Stanford Digital Marketing Conference, Palo Alto, CA

25. Tianshu Sun, Siva Viswanathan and Elena Zheleva (2016) “Monetize Sharing Traffic

- through Incentive Design: A Large Field Experiment”. INFORMS 2016, Nashville, US
24. Tianshu Sun, Lanfei Shi, Siva Viswanathan and Elena Zheleva (2016) “Motivating Mobile App Adoption: Evidence from a Randomized Field Experiment”, INFORMS Annual Meeting 2016, Nashville, US
23. Jaehwuen Jung, Ravi Bapna, Joseph Golden and Tianshu Sun. “Altruism Pays! Towards Optimal Call-to-Action for Online Referral: A Randomized Field Experiment”, Conference on Digital Experimentation (CODE 2016), MIT, Boston
22. Tianshu Sun, Guodong (Gordon) Gao and Ginger Zhe Jin (2016) “Motivating Group Donation: Evidence from a Large Field Experiment”, Advances in Field Experiments Conference (AFE 2016), Chicago, IL
21. Jaehwuen Jung, Ravi Bapna, Joseph Golden and Tianshu Sun. (2016) “Optimal Call to Action for Referral Programs: Evidence from A Randomized Field Experiment”, Symposium on Statistical Challenges in eCommerce Research (SCECR 2016), Greece
20. Tianshu Sun, Lanfei Shi, Siva Viswanathan and Elena Zheleva (2016) “Motivating Mobile App Adoption: Evidence from a Randomized Field Experiment”, Symposium on Statistical Challenges in eCommerce Research (SCECR 2016), Greece
19. Tianshu Sun, Guodong (Gordon) Gao and Ginger Zhe Jin (2015) “Using Mobile Messaging to Leverage Social Connections for the Social Good: Evidence from Large-Scale Randomized Field Experiment”. NYU Conference on Digital Big Data, Smart Device & Mobile Marketing Analytics (Big Data 2015), NYU, New York, US
18. Tianshu Sun, Guodong (Gordon) Gao and Ginger Zhe Jin (2015) “Motivating Group Donation: Evidence from a Large Field Experiment” Annual Workshop on Health IT and Economics (WHITE 2015), Washington, DC, US
[\(Best Student Paper Award Finalist, WHITE 2015\)](#)
17. Tianshu Sun, Siva Viswanathan and Elena Zheleva (2015) “Monetize Sharing Traffic through Incentive Design: A Randomized Field Experiment”. Conference on Digital Experimentation (CODE 2015), MIT, Boston, US
16. Tianshu Sun, Guodong (Gordon) Gao and Ginger Zhe Jin (2015) “Using Mobile Messaging to Leverage Social Connections for the Social Good: Evidence from Large-Scale Randomized Field Experiment”. Conference on Digital Experimentation (CODE 2015), MIT, Boston, US
15. Tianshu Sun, Guodong (Gordon) Gao and Ginger Zhe Jin (2015) “Motivating Group Donation: Evidence from a Large Field Experiment”. Workshop on Information in Networks (WIN 2015), NYU
14. Tianshu Sun, Guodong (Gordon) Gao and Ginger Zhe Jin (2015) “Optimal Policy Design to Motivate Blood Donation: Evidence from a Randomized Field Experiment and a Structural Model”. INFORMS Annual Meeting 2015, Philadelphia, US
[\(Best Paper Finalist, INFORMS Doing Good with Good OR Paper Competition\)](#)
13. Tianshu Sun, Guodong (Gordon) Gao and Ginger Zhe Jin (2015) “Motivating Group Donation: Evidence from a Large Field Experiment”. INFORMS Annual Meeting 2015, Philadelphia, US
12. Lanfei Shi, Tianshu Sun, Siva Viswanathan (2015) “The Diffusion and Business Value of User Generated Content On Social Media: Evidence From Twitter”. INFORMS Annual Meeting 2015, Philadelphia, US
11. Tianshu Sun, Siva Viswanathan and Elena Zheleva (2015) “Monetize Sharing Traffic through Incentive Design: A Randomized Field Experiment”. INFORMS Annual Meeting

2015, Philadelphia, US

10. Tianshu Sun, Siva Viswanathan and Elena Zheleva (2015) “Monetize Sharing Traffic through Incentive Design: A Randomized Field Experiment”. Symposium on Statistical Challenges in eCommerce Research (SCECR 2015), Addis Ababa, Ethiopia
9. Tianshu Sun, Guodong (Gordon) Gao and Ginger Zhe Jin (2015) “Motivating Group Donation: Evidence from a Large Field Experiment”. Symposium on Statistical Challenges in eCommerce Research (SCECR 2015), Addis Ababa, Ethiopia
8. Tianshu Sun, Siva Viswanathan and Elena Zheleva (2015) “Monetize Sharing Traffic through Incentive Design: A Randomized Field Experiment”. INFORMS Marketing Science Conference 2015, Baltimore, US
7. Tianshu Sun, Guodong (Gordon) Gao and Ginger Zhe Jin (2015) “Motivating Group Donation: Evidence from a Large Field Experiment”. Graduate Research Interaction Day, University of Maryland (GRID 2015), College Park, MD
6. Tianshu Sun, Susan Feng Lu and Ginger Zhe Jin (2015) “Solving Shortage in Priceless Market: Evidence from Blood Donation”. International Industrial Organization Conference (IIOC 2015), Boston, US
5. Tianshu Sun, Guodong (Gordon) Gao and Ginger Zhe Jin (2015) “Motivating Group Donation: Evidence from a Large Field Experiment”. International Industrial Organization Conference (IIOC 2015), Boston, US
4. Tianshu Sun, Siva Viswanathan and Elena Zheleva (2014) “Creating Social Contagion through Message Design: A Randomized Field Experiment”. Workshop on Information Systems and Economics (WISE 2014), Auckland, New Zealand
3. Tianshu Sun, Siva Viswanathan and Elena Zheleva (2014) “Antecedences and Consequences of Multichannel Sharing Behaviors” INFORMS Annual Meeting 2014, SF
2. Tianshu Sun, Siva Viswanathan and Elena Zheleva (2014) “Understanding the Effect of Message Design on Firm-Mediated Online Social Interactions: A Randomized Field Experiment”. INFORMS Annual Meeting 2014, SF, US
[\(INFORMS Service Science Best Student Paper, 3rd Place\)](#)
1. Tianshu Sun, Siva Viswanathan and Elena Zheleva (2014) “An Empirical Investigation of Online Information Sharing Behaviors: Evidence from a Daily Deal Platform”. INFORMS Marketing Science Conference 2014, Atlanta, US

Data Science/Business Analytics Skills (for Research and Teaching)

- Work as a data scientist across Tech Startups, Fortune 500 and Government Agency
- Data Infrastructure: Hadoop, MapReduce, Spark
- Analytics: SQL/HiveQL/Presto/BigQuery, Tableau, Google Analytics
- Statistic/Machine Learning Tools: R, Python, Stata, Pajek, WINBUG
- Programming & Scientific Computing: Python/C/Matlab/Mathematica/COMSOL/Origin

Teaching and Mentoring

- Essentials and Digital Frontiers of Big Data (USC, 2017-19, Course Evaluation: 4.7/5, A new IS course I designed with 20+ hands-on practices; I was selected by Marshall students to receive the highest teaching honor: Golden Apple Teaching Award 2019)
- Data Warehouse and Data Mining (USC, 2016, Course Evaluation: 4.8/5)

- The Business Model of Entertainment Industry: Platform Strategy and Big Data (USC-Shanghai Jiaotong University 2019, Course Evaluation: 4.99/5)
- Modern Database Systems and Data Analytics (University of Maryland, 2014, 2015, Course Evaluation: 4.7/5)
- PhD Student Mentoring and Committee:
 - Brian Rongqing Han (USC Dissertation Committee, Placement: Assistant Professor, UIUC Gies School of Business)
 - Wilson Lin (Qualifying Exam Committee, USC Marshall)
 - Fangfei Shu (Qualifying Exam Committee, USC Marshall)
 - Xing Lan (Dissertation Committee, University of Texas Austin)
 - Chaofan Zhai (Master research at USC, now PhD student at University of Minnesota)
 - Mingxuan Yue (PhD Qualification, USC Computer Science)
 - Tian Xie (First Year Research, USC Viterbi)
 - Dan Ding (External Reader of PhD Dissertation, National University of Singapore)
- Guest Lectures: Marketing Analytics (MBA) at MIT Sloan, Digital Platforms (MBA) at UC Irvine, PhD Seminar at Arizona State University, Peking University, USC Marshall Business Analytics Competition (Judge), DSO431 Foundation of Digital Business Innovation, DSO621 Research Forums (on Field Experiment), MKT613 Quantitative Marketing Models (on Field Experiment and Social Sharing), BMGT 808 Information Systems Economics (University of Maryland, 2015, on Field Experiments and Social Network Analysis)
- Research Papers are included in PhD Seminar Courses at University of Florida, University of Minnesota, Temple University, Arizona State University, Georgia Institute of Technology, University of Utah, USC Marketing, Peking University

Service

Scholarly Community

- Guest Associate Editor for **MIS Quarterly**, 2019 & 2020
- Associate Editor for **Information Systems Research (ISR)** Special Issue on “Humans, Algorithms, and Augmented Intelligence”, 2019-2020
- Associate Editor, International Conferences on Information Systems(ICIS), 2018-2020
- Reviewer:

Grant: **NSF Career Award**, Hong Kong Research Grants Council (RGC)

Journal: **Complete 100+ Review Reports** across MgtSci, ISR & MISQ from 2015

Management Science (2015-Now, Distinguish and Meritorious Service Award in multiple years), MIS Quarterly (2013-Now), Information Systems Research (2016-Now), Manufacturing & Service Operations Management (2020-Now), Production and Operations Management (2016-Now), Journal of Management Information Systems (2016-Now), Journal of the Association for Information Systems (2017-

Now), Journal of Economic and Management Strategy (2014-Now)

Conference: CIST (2014-Now), ICIS (2012-Now), PACIS (2013), WITS (2014)

- Conference Organization:

Conference Co-chair for Workshop on Experimental and Behavioral Economics in Information Systems (WEBEIS 2019 at UMN & WEBEIS 2020 at USC)

Conference Chair for Symposium on “Big Data: Value and Governance” (Participants including Executives from Tech Firms and Deans from top Business Schools)

WEBEIS Advisory Committee (2019-2020)

- Conference Program and Committee: INFORMS Session Chair (2016, 2017, 2018), CIST Program Committee (2017, 2018), CSWIM Program Committee (2017-Now), INFORMS Marketing Science Session Chair 2017

- Discussant: WEBEIS 2019, WISE (2017, 2018), IIOC (2015), CSWIM (2015, 2019)

School and Department

- Faculty Committee for Department External Review (IS representative), Department of Data Sciences and Operations, USC Marshall School of Business (2018-2019)

- Coordinator for IS Research Seminars, Department of Data Sciences and Operations, USC Marshall School of Business (2016-Present)

- Faculty Recruiting Committee, Department of Data Sciences and Operations (2018-2019)