

# Yacheng Sun

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## CONTACT INFORMATION

EMPLOYMENT •

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EDUCATION •

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REPRESENTATIVE •

PUBLICATIONS

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**WORKING  
PAPERS**

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**MEDIA  
MENTIONS  
OF RESEARCH**

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**COURSES  
TAUGHT**

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**INVITED  
TALKS**

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**SELECTED  
CONFERENCE  
TALKS**

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**REVIEWING  
FOR**

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**ACADEMIC  
SERVICES**

《营销科学学报》

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**REFERENCES**

**Baohong Sun**

**Shibo Li**

**Yubo Chen**